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Nota di contenuto	Cover; Title; Copyright; CONTENTS; List of figures; List of tables; 1 The historical and economic development of the sport market; Introduction; Pre-industrial sport and recreation (pre-1800); Early industrial Britain (1800-1850); The re-emergence of mass leisure (1850-1914); 2 The global sport market; The development of the global sport market; The economics of sport; 3 Global sports organisations; Introduction; Emergence of national sports organisations; GSOs; Theoretical issues; From non-profit to commercialisation; The economics of GSOs today; Case study of the IOC Revival of the Modern OlympicsRole and organisational structure of the IOC; The economic transformation of the Olympics and changing role of the IOC; 4 Global sports events; Introduction; The economic benefits of hosting major sports events; Legacy; The economic importance of the summer Olympic Games; Case study: legacy of Beijing 2008; Infrastructure; Knowledge, skill-development and education; Image; Emotion; Networks; Culture; Elite sport legacy; Conclusions; 5 Global sport corporations; Introduction; Transnational corporations in a global competitive environment Growth, concentration and internationalisation of sport

corporations Case studies in transnational sport corporations; Nike; Real Madrid FC; ESPN; Conclusions; 6 Sport broadcasting; Introduction; Broadcast rights for sports properties; Theoretical issues; Broadcasting and the Olympics; The Football World Cup; Listed events; The English Premier League; Evidence of domestic appeal; UK television deals; International consumption; Conclusions; 7 Sport sponsorship; Introduction; The growth of sport sponsorship; Reasons for sports sponsorship growth; Areas of sport sponsorship  
FIFA and the Football World Cup IOC and the Olympic Games; Why do corporations sponsor sport?; Measuring the effectiveness of sponsorship; Conclusions; 8 Globalisation of the sport market: costs and benefits; Introduction; Negative economic consequences of the globalisation of sport; International division of labour; Migration of athletes; Global sport-media nexus; Conclusions; Bibliography; Index

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## Sommario/riassunto

"Sport has become a global business. There is no corner of the Earth that isn't reached by coverage of global sporting mega-events such as the Olympics or the World Cup, events managed by international governing bodies such as the IOC and FIFA that operate like major international businesses. Companies such as Nike now design, produce, distribute and market their products across every continent, while an increasingly important part of every country's sport market is now international in terms of its influences and opportunities. This book is the first to examine the economics of contemporary sport using the global market as the primary unit of analysis. Starting with a survey of the changing nature of the sports market over the last hundred years, the book explores the difficulties of measuring the true scale and impact of the global sports economy, employing a wealth of empirical data to define and analyze the sports market and all its sub-sectors. Drawing on case studies from the UK, North America, Europe, the Far East and beyond, the book concludes with a look forward over the next twenty years, offering a powerful forecast for the evolution of the global sports market. This book is essential reading for any student or professional with an interest in the economics of sport"--

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