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Altri autori (Persone)	AllisonLincoln
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Nota di contenuto	Book Cover; Half-Title; Title; Copyright; Contents; Contributors; Preface; Series Editor's Foreword; 1 Sport and globalisation; 2 Sport, prestige and international relations; 3 Not for the good of the game; 4 Olympic survivals; 5 Alternative models for the regulation of global sport; 6 Sport and the nation in the global era; 7 The curious role of the USA in world sport; 8 Local heroes and global stars; 9 Selling out?; 10 Afterword: more questions than answers; Notes; Index;
Sommario/riassunto	The book examines the increased influence on international sport of the politics of global institutions such as global economic market forces, International Non-Governmental Organisations and major multi-national business and media.