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Nota di contenuto	Book Cover; Title; Contents; List of figures; Global sports organisations: ringmasters or alphabet boys?; A product of history: the creation and evolution of GSOs; The economic approach to sport; Sources of sport revenue; Going for gold: global sports events; Architectures of control: structure and process in the GSOs; For the good of the game: GSO opacity as public interest organisations; Getting on with the neighbours: the external relationships of GSOs; Yielding place to the new; Postscript; Appendix; Bibliography; Index
Sommario/riassunto	At the global level, sport is ruled by a set of organizations including giants such as the IOC (Olympics), FIFA (soccer), and the IAAF (athletics) as well as sporting minnows such as the World Armsport Federation (armwrestling). Many of these bodies have been surrounded by controversy during their histories, after having to adjust to the realities of commercial sport. This important book analyzes the evolution of modern sport, examining the ways in which sporting organisations have adapted over the years to accommodate changing environments. Themes covered in this impressive volume include:

