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Sommario/riassunto	What does commercialisation mean for the future of sport?Modern sports links to commerce are highly visible. Stadiums and arenas bear the names of businesses, while sponsors' logos appear on athletes' clothing and equipment, on the facilities in which they play, and in the titles of the events in which they compete. Media companies pay vast sums for the rights to broadcast sports events, and advertisers pay a premium to promote products during the screening of these events. Cities invest, at the expense of other social projects, in the staging of major sports events and to attract professi