

## ラウトリッジ社の オリンピック研究書 (2017年3月)

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### The 1984 Los Angeles Olympic Games

#### Assessing the 30-Year Legacy

Edited by Matthew Llewellyn, John Gleaves, & Wayne Wilson

Routledge - June 2015, 190 pages, Hardback: ISBN 9781138886322 ¥22,360

Now in Paperback: 9781138085374 Aug 2017, ¥8,700

The 1984 Los Angeles Olympic Games stand as the most profitable and arguably the most important event in the history of the modern Olympic movement. Fresh off the back of the financially disastrous Montreal Games of 1976 and the politically controversial Moscow Games of 1980, the Olympic movement returned to the United States for the sixth time in an attempt to salvage the economic viability and global prestige of the Olympics. The Los Angeles Olympics proved to be both provocative and polarizing. On the one hand they have been heralded as an overwhelming, transformative success, ushering the Olympic movement into the modern commercial age. On the other hand, critics have repudiated the Games as a manifestation of commercial excess and a platform for western political and cultural propaganda.

### Bearing Light: Flame Relays and the Struggle for the Olympic Movement

Edited by John J. Macaloon

Routledge - Aug 2016, 208 pages, Hardback ISBN 9781138152236 ¥21,180

Paperback: Feb 2012, 9780415484169 ¥8,230

The Flame Relay and the Olympic Movement is the first book-length scholarly study in English of the contemporary Olympic flame relay. Reporting for the first time on years of intensive ethnographic research and organizational intervention, Macaloon literally follows the Olympic flame through twenty years of intercultural encounter, conflict, and negotiation. Focusing on the frequently harmonious, sometimes perilous encounters among Greek flame relay officials, cultural agents, and discourses, foreign Olympic Games organizing committees, and such transnational actors as the IOC and its corporate sponsors since 1984, a context is created for

understanding the significance for the Olympic movement and for globalization studies of the 2004 Athens flame relay, the first to travel the entire world. Through intensive interviews and co-participations with leading Greek and American actors and the contributions of young Greek researchers who worked backstage on the relay, Bearing Light demonstrates how culturally parochial the managerial regime of "world's best practices" often turns out to be and yet how inescapable it has become for those who wish to communicate across cultural and political boundaries. This dilemma, the contributors argue, constitutes the practical form in which the struggle to preserve a sense of "Olympism" and "the Olympic Movement" against the demands and prerogatives of today's Olympic sports industry is being chiefly fought out.

### The Beijing Olympics: Promoting China

#### Soft and Hard Power in Global Politics

Edited by Kevin Caffrey

Routledge - Oct 2010, 156 pages, Hardback: ISBN 9780415593984 ¥21,180

Paperback: Aug 2013, 9780415853590 ¥7,060

The Beijing 2008 Olympic ceremonies were spectacular performances and technological accomplishments by the People's Republic of China. However, the audience in Beijing was only the most overt element of a global audience receiving the message of the Games. For this global audience, the Beijing performances were a harbinger of wider regional and international ambitions; a message of intent that pointed to a larger Chinese plan to a degree not seen since the Ming dynasty. New Chinese ambitions embrace both soft power and hard power. The actor in this political drama of international scope is the Chinese state and its political ambitions on the world stage. The Beijing Olympics can be seen as its opening act, and the audience as global. Rather than the kind of "morality" play that is typically used in China to educate the people in politics, this new production – a production on many levels – was one aimed at audiences all around the world, and one that was a calculated expression of realpolitik.

### The British World and the Five Rings Essays in British Imperialism and the Modern Olympic Movement

Edited by Erik Nielsen, & Matthew Llewellyn

Routledge - March 2016, 124 pages, Hardback ISBN 9781138909588 ¥22,360

Prior to the outbreak of World War II, the British presided over the largest Empire in world history, a vast transoceanic and transcontinental realm of dominions, colonies, protectorates and mandates that covered over one-quarter of the world's land mass and comprised a population of over 450-million subjects. Spanning Europe, the Americas, Africa, Asia and Oceania, over fifty modern nations—currently recognized by the International Olympic Committee—were governed and controlled by the British crown at some stage prior to the gradual dissolution of the Empire. The British World and the Five Rings seeks to explore the relationship between the former British Empire and the Olympic Movement. It pays due regard to the settler dominions, but it also addresses those territories who were less willing partners in the British imperial project. In doing so, the tendency of so-called 'British World'

histories to promote an apologia for Empire is rejected in favour of a critical approach to imperialism.

## **Celebration Capitalism and the Olympic Games**

By Jules Boykoff

Routledge - July 2013, 174 pages, Hardback:

ISBN 9780415821971 **¥22,360**

Paperback: 9781138805262 **¥6,340**

The Olympic Games have become the world's greatest media and marketing event—a global celebration of exceptional athletics gilded with corporate cash. Huge corporations vie for association with the "Olympic Image" in the hope of gaining a worldwide marketing audience of billions.

In this provocative critical study of the contemporary Olympics, Jules Boykoff argues that the Games have become a massive planned economy designed to shield the rich from risk while providing them with a spectacle to treasure. Placing political economy at the centre of the analysis, and drawing on interdisciplinary research in sociology, politics, geography, history and economics, Boykoff develops an innovative theory of 'celebration capitalism', the manipulation of state actors as partners that drive us towards public-private partnerships in which the public pays and the private profits. He argues that the Athens Games in 2004 marked the full emergence of 'celebration capitalism', with London 2012 representing its quintessential expression, characterised by a state of exception, unfettered commercialism, repression of dissent, and the complicity of the mainstream media.

Controversial, challenging and forthright, this book opens up a fascinating new avenue for understanding the contemporary Olympics in the context of global capitalist society. It is essential reading for anybody with an interest in the Olympic Games, the relationship between sport and society, or global politics and culture.

## **Coaching for Performance**

### **Realising the Olympic Dream**

Edited by Sarah Lee, Martin Dixon, & Tony Ghaye

Routledge - May 2013, 166 pages, Hardback:

ISBN 9780415826525 **¥22,360**

Paperback: Apr 2015, 9781138850736 **¥8,230**

This book celebrates two important aspects of the London 2012 Olympic and Paralympic Games. (1) For those involved in any aspect of Olympism, and particularly coaches and athletes, London 2012 was about realising dreams, achieving success and participating in competitive sport at the highest level. This book sets out some of these dreams and the part coaches play in this. (2) The book also looks at the notion of 'coaching-for-performance' and does this from an international and multi-sport perspective. From interviews with Olympic coaches, the experiences of those working in the field of high performance and from applied sport researchers, the book uses the metaphor of the 'coach-as-chemist' in order to capture the dynamics of coach-athlete relationships and performance. Sports such as diving, swimming, gymnastics, skiing are included as well as individual and team sports.

## **Delivering Olympic and Elite Sport in a Cross Cultural Context**

### **From Beijing to London**

Edited by Fan Hong, & Lu Zhouxiang

Routledge - Oct 2014, 122 pages, Hardback:

ISBN 9780415720601 **¥22,360**

This book examines the impact of the 2008 Beijing Olympics and the 2012 London Olympic Games and highlights the latest

findings in the areas of sport policy, elite sports system, sport media, sport facility management and sport social development in the two host countries - China and Britain. It identifies the role of national and local governments, universities and educational institutions in the delivery of elite sport in different cultural and social settings. Aspects of the elite sports system are also analysed, such as elite athletes' training and education, athletes' rights and welfare both during and after an athlete's career. Finally, the book considers the legacy of the Olympic Games in the areas of sport participation, public diplomacy, education and cultural communication in Europe and China.

## **Designing the Olympics**

### **Representation, Participation, Contestation**

By Jilly Traganou

Routledge - May 2016, 348 pages, 50 B/W Illus.

Hardback: ISBN 9780415874908 **¥21,180**

Designing the Olympics claims that the Olympic Games provide opportunities to reflect on the relationship between design, national identity, and citizenship. The "Olympic design milieu" fans out from the construction of the Olympic city and the creation of emblems, mascots, and ceremonies, to the consumption, interpretation, and appropriation of Olympic artifacts from their conception to their afterlife. Besides products that try to achieve consensus and induce civic pride, the "Olympic design milieu" also includes processes that oppose the Olympics and their enforcement.

The book examines the graphic design program for Tokyo 1964, architecture and urban plans for Athens 2004, brand design for London 2012, and practices of subversive appropriation and sociotechnical action in counter-Olympic movements since the 1960s. It explores how the Olympics shape the physical, legal and emotional contours of a host nation and its position in the world; how the Games are contested by a broader social spectrum within and beyond the nation; and how, throughout these encounters, design plays a crucial role. Recognizing the presence of multiple actors, the book investigates the potential of design in promoting equitable political participation in the Olympic context.

## **Documenting the Beijing Olympics**

Edited by D.P. Martinez, & Kevin Latham

Routledge - Dec 2010, Hardback:

ISBN 9780415575485 **¥21,180**

Paperback: 9781138880573 **¥7,060**

This book focuses on the processes of documenting the Beijing Olympics – ranging from the visual (television and film) to radio and the written word – and the meanings generated by such representations. What were the 'key' stories and how were they chosen? What was dramatised? Who were the heroes? Which 'clashes' were highlighted and how? What sorts of stories did the notion of 'human interest' generate? Did politics take a backseat or was the topic highlighted repeatedly? Thus, the focus was not on the success or failure of this event, but on the ways in which the Olympics Games, as international and historic events, are memorialised by observers.

The key question that this book addresses is: How far would the Olympic coverage fall into the patterns of representation that have come to dominate Olympic reporting and what would China, as a discursive subject, bring to these patterns?

This book was previously published as a special issue of Sport in Society.

## **Encoding the Olympics** **The Beijing Olympic Games and the** **Communication Impact Worldwide**

Edited by Luo Qing, & Giuseppe Richeri  
Routledge – May 2012, 484 pages, Hardback:  
ISBN 9780415674997 **¥31,780**

Paperback: 9780415754835 **¥7,060**

Encoding the Olympics assembles a uniquely representative international team of media experts to provide a comprehensive review of the global impact of media and cultural communications associated with the Beijing 2008 Olympics. Commissioned by the IOC, this pioneering comparative study – the largest in Olympic Games research – provides a ground-breaking, panoramic, cross-cultural perspective on media responses to the leading sports event of the modern world. The representative team that undertook the study includes media commentators and political analysts, sport and media journalists, Sinologists and observers of the Asian Pacific Rim, academics in Olympic Studies and media and communication studies, scholars of the cultural and sociology studies of sport and festival and events managers. Encoding the Olympics provides a unique, encyclopaedic study that will serve as a versatile resource at several levels – as a textbook or source reference for academic institutions, media public relations agencies that facilitate the work of intercultural exchange organisations, and international communication departments of multinational enterprises and international NGOs. This volume analyses global media responses to a mega-sport event on a scale never before attempted.

This book was previously published as a special issue of the International Journal of the History of Sport.

## **From Olympic Administration to** **Olympic Governance**

Edited by Emmanuel Bayle, & Jean-Loup Chappelet  
Routledge – May 2017, 136 pages, Hardback  
ISBN 9781138893863 **¥24,720**

Lausanne, the Swiss city IOC (International Olympic Committee)'s President Juan Antonio Samaranch honored with the title "Olympic capital" in 1994 is now the administrative capital of world sport. The past century has presented Olympism with many challenges and that continues to be the case today; the issues may have changed, but they are no less numerous. Controversies over phony amateurism, the two Chinas and the creation of a modern Olympia have been resolved, only to be replaced by questions of governance, compliance, strategy, responsible management, the size of the Games, the scarcity of bids and new forms of doping and corruption. All these themes are examined in the articles that make up this volume published about 100 years after the establishment of the IOC's headquarters in Lausanne. This book was originally published as a special edition of Sport in Society.

## **The Global Impact of Olympic Media** **at London 2012**

Edited by Andrew C. Billings, & Marie Hardin  
Routledge - July 2014, 90 pages, Hardback:  
ISBN 9781138789913 **¥22,360**

This book explores the biggest sporting event in the world through the lens in which most people witness it: the media. Traversing nations and media formats, contributors offer insights into the manner in which the Olympics is conveyed to the masses and the impact arising from the mass consumption of Olympic media in its plethora of dimensions. The book gleans insight from past Olympic media analyses, but focuses on the role media played within the 2012 London Summer

Olympics. Using a variety of methodologies, the book underscores how the Olympic Games are more than just a sporting event but should be understood a vast mosaic of images and events that shape public understandings of nations, society, and the values that undergird such renderings.

This book was published as a special section in Mass Communication & Society.

## **Handbook of the London 2012** **Olympic and Paralympic Games** **Volume One: Making the Games**

Edited by Vassil Girginov  
Routledge – Mar 2013, 322 pages, Hardback  
ISBN 9780415671941 **¥22,360**

New in Paperback: 9781138694507 May 2016  
**¥9,410**

The Handbook of the London 2012 Olympic and Paralympic Games is an authoritative and comprehensive account of the world's greatest sporting and cultural event. It tells the complete story of the 2012 Games from inception, through the successful bidding process and the planning and preparation phase, to delivery, the post-Games period and legacy. Written by a world-class team of international Olympic scholars, the book offers analysis of the full social, cultural, political, historical, economic and sporting context of the Games. From the political, commercial and structural complexities of organising an event on such a scale, to the sporting action that holds the attention of the world, this book illuminates every aspect of the 2012 Games, helping us to understand better the vital role that sport and culture play in contemporary global society.

## **Handbook of the London 2012** **Olympic and Paralympic Games** **Volume Two: Celebrating the Games**

Edited by Vassil Girginov  
Routledge - Dec 2013, 316 pages, Hardback  
ISBN 9780415671927 **¥23,540**

New in Paperback: 9781138694538 May 2016,  
**¥9,400**

The Handbook of the London 2012 Olympic and Paralympic Games is the first authoritative and comprehensive account of the world's greatest sporting and cultural event. It tells the complete story of the 2012 Games from inception, through the successful bidding process and the planning and preparation phase, to delivery, the post-Games period and legacy. Written by a world-class team of international Olympic scholars, the book offers critical analysis of the social, cultural, political, historical, economic and sporting context of the Games. From the political, commercial and structural complexities of organising an event on such a scale, to the sporting action that holds the attention of the world, this book illuminates the key aspects of the 2012 Games, helping us to understand better the vital role that sport and culture play in contemporary global society.

## **Heritage and the Olympics** **People, Place and Performance**

Edited by Sean Gammon, Gregory Ramshaw, & Emma Waterton

Routledge - Jan 2014, 128 pages, Hardback:  
ISBN 9780415726009 **¥22,360**

Paperback: 9781138949508 **¥6,820**

The Olympic Games have evolved into the most prestigious sport event on the planet. As a consequence, each Games generates more and more interest from the academic community. Sociology, politics, geography and history have all played a part in helping to understand the meanings and implications of the Games. Heritage, too, offers invaluable insights into what we value about the Games, and what we would like to pass on to future generations. Each Olympic Games unquestionably represents key life-markers to a broad audience across the world, and the great events that take place within them become worthy of remembrance, celebration and protection. The more tangible heritage features are also evident; from the myriad artefacts and ephemera found in museums to the celebratory symbolism of past Olympic venues and sites that have become visitor attractions in their own right. This edited collection offers detailed and thought-provoking examples of these heritage components, and illustrates powerfully the breadth, passion and cultural significance that the Olympics engender. This book was published as a special issue of the International Journal of Heritage Studies.

## **Host Cities and the Olympics An Interactionist Approach**

By Harry Hiller

Routledge - June 2012, 192 pages, Hardback:

ISBN 9780415522410 **¥21,180**

Paperback: Mar 2014, 9780415535335 **¥8,230**

Rather than interpreting the Olympics as primarily a sporting event of international or national significance, this book understands the Games as a civic project for the host city that serves as a catalyst for a variety of urban interests over a period of many years from the bidding phase through the event itself. Traditional Olympic studies have tended to examine the Games from an outsider's perspective or as something experienced through the print media or television. In contrast, the focus presented here is on the dynamics within the host city understood as a community of interacting individuals who encounter the Games in a variety of ways through support, opposition, or even indifference but who have a profound influence on the outcome of the Games as actors and players in the Olympics as a drama.

Adopting a symbolic interactionist approach, the book offers a new interpretive model through which to understand the Olympic Games by exploring the relationship between the Games and residents of the host city. Key analytical concepts such as framing, dramaturgy, the public realm, and the symbolic field are introduced and illustrated through empirical research from the Vancouver 2010 Winter Games, and it is shown how the social media and shifts in public opinion reflected interaction effects within the city. By filling a clear lacuna in the Olympic Studies canon, this book is important reading for anybody with an interest in the sociology of sport, urban studies, event studies or urban sociology.

## **The International Olympic Committee, Law, and Accountability**

By Ryan Gauthier

Routledge - Dec 2016, 206 pages | 7 B/W Illus.

Hardback ISBN 9781138676398 **¥21,180**

The Olympic Games is unquestionably the largest and most important sporting event in the world. Yet who exactly is accountable for its successes and failures? This book examines the legitimacy and accountability of the International Olympic Committee (IOC). This non-governmental organisation wields extraordinary power, but there is no democratic basis for its authority. This study questions the supremacy of the IOC, arguing that there is a significant accountability deficit.

Investigating the conduct of the IOC from an international legal perspective, the book moves beyond a critique of the IOC to explore potential avenues for reform, means of improving democratic procedures and increasing accountability. If the Olympics are to continue to be our most celebrated sporting event, those who organise them must be answerable to the citizens that they can potentially harm as well as benefit. Full of original insights into the inner workings of the IOC, this book is essential reading for all those interested in the Olympics, sport policy, sport management, sport mega-events, and the law.

## **Leisure, Culture and the Olympic Games**

Edited by John Horne

Routledge - May 2013, 128 pages, Hardback:

ISBN 9780415826884 **¥22,360**

This edited collection contains six refreshing critical assessments of the leisure-sport relationship from societies that have staged the Olympic and Paralympic Games and contains valuable information for those who live in societies that aspire to host the Games. The collection begins and ends with discussions of the Olympic Games as a platform for protest. The first and last chapters consider the changing political relationships from 1968 in Mexico City, when one of the most politically-charged gestures ever made by athletes took place, and the campaigns surrounding the ethical responsibilities of those hosting the Olympics in London in 2012. Other chapters consider the sociocultural legacy of the Seoul Olympics, assess the likely regeneration legacies of the London 2012 Games, examine the relationship between hosting societies and indigenous cultures and analyse the effectiveness and appeal of Olympic mascots.

This collection provides not just insight into the past and present effects of the Olympic and Paralympic Games but also offers readers the opportunity to reflect upon and consider the impact of these sports mega-events on their everyday lives. This book was published as a special issue of Leisure Studies.

## **London, Europe and the Olympic Games**

### **Historical Perspectives**

Edited by Thierry Terret

Routledge - May 2014, 138 pages, Hardback:

ISBN 9780415750141 **¥22,360**

London hosted the Olympic Games for the third time in 2012, a mega-event where the political, economic and social expectations could hardly be compared with the previous London Games of 1908 and 1948. In addition, the Olympic Games went back to Europe in 2012 after a long period where (apart from Athens in 2004) they were held by cities in other continents. In London, the world watched the Games.

Continental Europe, however, generated a particular attitude based on the special relations it had developed historically with England. At the crossing point of history, cultural studies and geopolitics, this book provides new insights on the significance of the Olympic Games. It considers that the Games are the right window to look at both the past and the current relations between England and its closest continental neighbours. It will be ideal for students and academics working in sport sciences, cultural history, political science and European studies; amateur and professional sports historians; Olympic followers and experts in Olympic studies.

This book was published as a special issue of the International Journal of the History of Sport.

## **The London Olympics and Urban Development**

### **The Mega-Event City**

Edited by Gavin Poynter, Valerie Viehoff, & Yang Li

Routledge - July 2015, 362 pages, 14 B/W Illus.

ISBN Hardback: 9781138794948 **¥24,720**

As London sought to use the Olympics to achieve an ambitious programme of urban renewal in the relatively socially deprived East London it attracted global attention and sparked debate. This book provides an in-depth study of the transformation of East London as a result of the 2012 Summer Olympic and Paralympic Games. Government and event organisers use legacies of urban renewal to justify hosting the world's leading sports mega-event, this book examines and evaluates those legacies.

The London Olympics and Urban Development: the mega-event city is composed of new research, conducted by academics and policy makers. It combines case study analysis with conceptual insight into the role of a sports mega-events in transforming the city. It critically assesses the narrative of legacy as a framework for legitimizing urban changes and examines the use of this framework as a means of evaluating the outcomes achieved.

This book is about that process of renewal, with a focus on the period following the 2012 Games and the diverse social, political and cultural implications of London's use of the narrative of legacy.

## **The Making of Olympic Cities**

### **4 Volume set**

Edited by John R. Gold, & Margaret M. Gold

Routledge – June 2012, 4 Vols/1,792 pages

Hardback: 9780415553513 **¥156,560**

In the first forty or so years following its revival at the end of the nineteenth century, the burdens placed on cities hosting a modern Olympic Games were relatively modest. However, as the Games have grown in size and stature, morphing from a small-scale summer festival into an intensively mediated global lollapalooza, demands on host cities have massively increased, resulting in the construction of vast and expensive new stadia, Olympic villages, and associated infrastructure. Moreover, after the Second World War, host cities have increasingly used the Olympics as a means to achieve ambitious non-sporting policy goals.

Edited and introduced by two leading scholars, this new four-volume collection from Routledge brings together key primary-source materials and the best scholarship and serious commentary to elucidate and explore the planning, making, and generation of Olympic cities. The gathered materials (some of which are reproduced in facsimile to give users a strong sense of immediacy to the original texts) cover topics such as how cities have embraced the Olympics into their town-planning strategies; built new stadia and sports facilities; and constructed new transport and other communications networks. From what is widely seen as the paradigm of Olympics-led urban regeneration (Barcelona, 1992) to the planning disaster of Montreal, 1976, issues around the short-term impact, and longer-term legacy, of the Olympics on various cities are also closely interrogated.

Fully indexed and with a comprehensive introduction, newly written by the editors, which places the collected material in its historical and intellectual context, *The Making of Olympic Cities* is an essential work of reference. It is destined to be welcomed as a vital one-stop research tool.

## **The 'Olympic and Paralympic' Effect on Public Policy**

Edited by Daniel Bloyce, & Andy Smith

Routledge - Nov 2014, 155 pages, Hardback:  
ISBN 9781138812741 **¥22,360**

Set against the backdrop of the London 2012 Olympic and Paralympic Games, this book examines the impact on public policy from broader political decisions taken in relation to Olympic- and Paralympic-related policy. It considers the major political justifications for hosting these global sports events, evidence for their expected impacts, and topical issues including environmental protection and sustainability, the use of technology, and political protest. The book will be essential reading for anyone with an interest in sport policy and politics, and how broader political decisions come to impact on the development of Olympic and Paralympic sport.

This book was published as a special issue of the *International Journal of Sport Policy and Politics*.

## **Olympic Aspirations**

### **Realised and Unrealised**

Edited by J. A. Mangan, & Mark Dyreson

Routledge - May 2012, 406 pages, Hardback:

ISBN 9780415525862 **¥24,720**

Paperback: May 2015, 9781138853669 **¥6,820**

*Olympic Aspirations: Realised and Unrealised* surveys more than a century of the Olympic Movement's promotion of Olympic ideals internationally. The idea for *Olympic Aspirations* emerged at the world-renowned annual Beijing Academic Forum just months after the city hosted the impressive 2008 Beijing Olympic Games. One section of the Forum was devoted to the impact of the Olympic Movement on China and on China's image in the world. The tone at times was too self-congratulatory for some present. The critical discussion that continued into late 2010 inspired this book. *Olympic Aspirations* is a companion volume to the well-received *Olympic Legacies: Intended and Unintended* and draws on expertise from academics in all parts of the world. Both volumes have a similar purpose: to record Olympic ideals achieved but more importantly, to stimulate reflection on those as yet unachieved. Both are constructive in approach, positive in tone and optimistic in attitude. *Olympic Aspirations* offers original and insightful arguments that address the actions the Olympic Movement has taken to improve the Games. It argues that these actions are as yet incomplete. In concert with *Olympic Legacies*, it presents two sides of the same coin minted to advance the purity of the Olympic 'coinage'. This book was originally published as a special issue of the *International Journal of the History of Sport*.

## **Olympic Cities**

### **2012 and the Remaking of London**

By Iain MacRury

Edited by Gavin Poynter

Routledge - Oct 2009, 352 pages, Hardback:

ISBN 9780754671008 **¥22,360**

Paperback: 9781138275492 Nov 2016 **¥8,230**

Drawing upon historical, cultural, economic and socio-demographic perspectives, this book examines the role of a sporting mega-event in promoting urban regeneration and social renewal. Comparing cities that have or will be hosting the event, it explores the political economy of the games and the changing role of the state in creating post-industrial metropolitan spaces. It evaluates the changing perceptions of the Olympic Games and the role of sport in the global media age in general and assesses the implication of 'mega-event' regeneration policies for local communities and their cultural, social and economic identities, with specific reference to east London and the Thames Gateway.

## **Olympic Cities City Agendas, Planning, and the World's Games, 1896 – 2020, 3rd Edition**

Edited by John R. Gold, & Margaret M. Gold  
Routledge - July 2016, 484 pages, Hardback  
ISBN 9781138832671 **¥25,890**

Paperback: 9781138832695 July 2016, **¥9,410**

The first edition of *Olympic Cities*, published in 2007, provided a pioneering overview of the changing relationship between cities and the modern Olympic Games. This substantially revised and enlarged third edition builds on the success of its predecessors. The first of its three parts provides overviews of the urban legacy of the four component Olympic festivals: the Summer Games; Winter Games; Cultural Olympiads; and the Paralympics. The second part comprises systematic surveys of seven key aspects of activity involved in staging the Olympics: finance; place promotion; the creation of Olympic Villages; security; urban regeneration; tourism; and transport. The final part consists of nine chronologically arranged portraits of host cities, from 1936 to 2020, with particular emphasis on the six Summer Olympic and Paralympic Games of the twenty-first century.

As controversy over the growing size and expense of the Olympics, with associated issues of accountability and legacy, continues unabated, this book's incisive and timely assessment of the Games' development and the complex agendas that host cities attach to the event will be essential reading for a wide audience. This will include not just urban and sports historians, urban geographers, event managers and planners, but also anyone with an interest in the staging of mega-events and concerned with building a better understanding of the relationship between cities, sport and culture.

## **Olympic Education**

### **An international review**

Edited by Roland Naul, Deanna Binder, Antonin Rychtecky, & Ian Culpan  
Routledge - Feb 2017, 361 pages, 19 B/W Illus.  
Hardback ISBN 9780415678544 **¥24,720**

A fundamental component of the Olympic ideal is the concept of Olympic education. This is the notion that sport can help children and young people develop essential life skills. *Olympic Education: An international review* is the first book to offer a comprehensive survey of the diffusion and implementation of Olympic education programmes around the world.

The book includes 28 chapters with 21 national case studies of countries on every major continent, including Australia, Brazil, Canada, China, France, Germany, Japan, Russia, Spain, the UK, the US and Zambia. Each chapter examines the cultural, pedagogical, political and societal challenges of teaching Olympic education, as well as the national, individual and institutional programmes that have emerged. It explores key practical and conceptual issues, such as the incorporation of Olympic values in PE curricula, sport coaching and coach education programmes, while also taking into account the collaborative efforts of the governmental bodies, sport federations and Olympic institutions responsible for policy and implementation.

This is important reading for all students, researchers and professionals with an interest in the Olympics, sport education, sports coaching, sport policy or physical education.

## **Olympic Ethics and Philosophy**

Edited by Mike McNamee, & Jim Parry  
Routledge - Oct 2012, 224 pages, Hardback:  
ISBN 9780415635110 **¥22,360**

Paperback: Apr 2015, ISBN 9781138810457  
**¥7,060**

This book contains an international collection of essays by leading philosophers of sport on the ethics and philosophy of the Olympic Games. The essays consider a range of topics including critical reflections on nationalism and internationalism within the Olympic movement, sexism in Olympic marketing and sponsorship, the preservation and corruption of Olympism, the underlying ideology of the Olympic Games, the inequalities of perception in ability and disability as it informs our understanding of the Olympic and Paralympic Games, and comparisons between ancient and modern interpretations of the meaning and significance of the Olympic Games. This book will be of interest to historians, philosophers, and sociologists of sports, as well as to the sporting public who simply want to know more about the grounding ideas behind the greatest show on earth. This book was originally published as a special issue of *Sport, Ethics and Philosophy*.

## **Olympic Exclusions**

### **Youth, Poverty and Social Legacies**

By Jacqueline Kennelly  
Routledge - June 2016, 168 pages, 22 B/W Illus,  
Hardback, ISBN 9781138960152 **¥21,180**

Olympic Games are sold to host city populations on the basis of legacy commitments that incorporate aid for the young and the poor. Yet little is known about the realities of marginalized young people living in host cities. Do they benefit from social housing and employment opportunities? Or do they fall victim to increased policing and evaporating social assistance? This book answers these questions through an original ethnographic study of young people living in the shadow of Vancouver 2010 and London 2012.

Setting qualitative research alongside critical analysis of policy documents, bidding reports and media accounts, this study explores the tension between promises made and lived reality. Its eight chapters offer a rich and complex account of marginalized young people's experiences as they navigate the possibilities and contradictions of living in an Olympic host city. Their stories illustrate the limits to the promises made by Olympic bidding and organizing committees and raise important questions about the ethics of public funding for such mega-events.

This book will be fascinating reading for anyone interested in the Olympics, sport and social exclusion, and sport and politics, as well as for those working in the fields of youth studies, social policy and urban studies.

## **The Olympic Games and Cultural Policy**

By Beatriz Garcia  
Routledge - June 2012, 286 pages | 32 B/W Illus.  
Hardback: ISBN 9780415995634 **¥22,360**  
Paperback: 9781138807440 **¥7,060**

This book explores how cultural policies are reflected in the design, management and promotion of the Olympic Games. Garcia examines the concept and evolution of cultural policies throughout the recent history of the Olympic Games and then specifically evaluates the cultural program of the Sydney 2000 Olympic Games. She argues that the cultural relevance of a major event is highly dependent on the consistency of the policy choices informing its cultural dimensions, and demonstrates how such events frequently fail to leave long-term cultural legacies, and are often unable to provide an experience that fully engages and represents the host community, due to their over-emphasis on an economic rather than a social and cultural agenda.

## **The Olympic Games**

### **Meeting New Global Challenges**

Edited by David Hassan, & Shakya Mitra

Routledge - Oct 2014, 120 pages, Hardback:

ISBN 9780415741767 **¥22,360**

As the world's greatest sporting event, the Olympic Games has always commanded intrigue, analysis and comment in equal measure. This book looks to celebrate the significance of the Olympics, their historical impact, controversies that presently surround them and their possible future direction. It begins with a detailed, if controversial, analysis of the scale of the modern Summer Olympics and considers whether in fact the Games have simply become too big? Thereafter considerable coverage is afforded the often contentious bidding process, required of successful host cities wishing to attract the Games, and asks why some cities are successful and others are not. This book also reflects on the growing security measures that surround the Olympics and considers their full impact on the civil liberties of those impacted by them. For scholars of the Olympic movement this book represents essential reading to understand further the Olympic Games, their significance and effect, as the 2016 Olympics in Rio de Janeiro draw ever closer.

## **Olympic Housing**

### **A Critical Review of London 2012's Legacy**

By Penny Bernstock

Routledge - Jan 2014, 218 pages, Hardback

ISBN 9781409420057 **¥23,540**

New in Paperback: 9781138246751 **¥8,230**

One of the distinguishing characteristics of London's bid to host the games was its commitment to legacy where it was argued that 'the legacy would lead to the regeneration of an entire community for the direct benefit of everyone who lives there'. This book adopts a critical approach to the concept of 'legacy' focussing specifically on housing. It argues there will be a range of both intended and unintended legacy outcomes and an urgent need for revised strategies if those original objectives are to be achieved. The concept of legacy is explored in a number of ways, including an overview of housing legacy in other host cities; the experiences and perspectives of those residents decanted to make way for the Olympic Park; a critical review of legacy plans; a detailed analysis of the conversion of the Athletes' Village into housing; and a case study of the emerging area 'Stratford High Street', which explores issues of social class change and the limitation of planning policies. Whilst taking housing as its focus, this book adopts a sociological perspective by exploring the likelihood of social class change in order to draw conclusions about 'gentrification', 'social polarisation' and the extent to which 'social inclusion' is reflected in housing legacies.

## **Olympic Legacies: Intended and Unintended**

### **Political, Cultural, Economic and Educational**

Edited by J A Mangan, & Mark Dyreson

Routledge - Sept 2009, 254 pages, Hardback:

ISBN 9780415550161 **¥21,180**

For more than a century, the Olympics have been the modern world's most significant sporting event. Indeed, they deserve much credit for globalizing sport beyond the boundaries of the Anglo-American universe, where it originated, into broader global realms. By the 1930s, the Olympics had become a global mega-event that occupied the attention of the media, the interest of the public and the energies of nation-states. Since then, projected by television, funded by global capital

and fattened by the desires of nations to garner international prestige, the Olympics have grown to gargantuan dimensions. In the course of its epic history, the Olympics have left numerous legacies, from unforgettable feats to monumental stadiums, from shining triumphs to searing tragedies, from the dazzling debuts on the world's stage of new cities and nations to notorious campaigns of national propaganda. The Olympics represent an essential component of modern global history. The Olympic movement itself has, since the 1990s, recognized and sought to shape its numerous legacies with mixed success as this book makes clear. It offers ground-breaking analyses of the power of Olympic legacies, positive and negative, and surveys the subject from Athens in 1896 to Beijing in 2008, and indeed beyond. This book was published as a special issue of the International Journal of the History of Sport.

## **The Olympic Legacy**

### **Social Scientific Explorations**

Edited by Alan Tomlinson

Routledge - Nov 2015, 154 pages, Hardback:

ISBN 9781138940260 **¥22,360**

This comprehensive collection provides an overview of social scientific perspectives on Olympic legacy, using specialist analyses and selected cases to illuminate the recurring anthropological, political, and sociological dimensions of the legacy debate. Drawing upon research conducted on the Beijing, Vancouver, Athens, London and Rio de Janeiro Olympic Games, it identifies the recurrent rhetoric that has characterised the legacy debate, alongside the harsh realities that contradict many legacies and aspirations. Fifteen researchers from six countries contribute a range of critical analytical studies which explore macro-perspectives on the shifting political economy symbolized at Beijing or in an over-reaching Greece, the soft power benefits perceived by the Rio 2016 organizers, the anthropological study of neighbourhood spaces threatened by corporate branding, and the apparatus of surveillance surrounding an Olympic Games. The symbolic importance of the Games is also captured in studies of volunteer motivations, labour and work initiatives, and the introduction of women's boxing at London 2012. In a comprehensive overview, Alan Tomlinson illuminates the rhetoric of successive Olympic cycles and the rise to prominence of the legacy question in that debate. This book was originally published as a special issue of Contemporary Social Science.

## **Olympic Marketing**

By Alain Ferrand, Jean-Loup Chappelet, & Benoit Seguin

Routledge - April 2012, 272 pages,

Hardback: ISBN 9780415587860 **¥22,830**

Paperback: 9780415587877 **¥7,530**

The Olympic Games have become the definitive sports event, with an unparalleled global reach and a remarkably diverse constituency of stakeholders, from the IOC and International Federations to athletes, sponsors and fans. It has been estimated, for example, that 3.6 billion people (about half of the world population) watched at least one minute of the Beijing Games in 2008 on television. The driving force behind the rise of the modern Olympics has been the Olympic marketing programme, which has acted as a catalyst for cooperation between stakeholders and driven the promotion, financial security and stability of the Olympic movement. This book is the first to explain the principles of Olympic marketing and to demonstrate how they can be applied successfully in all other areas of sports marketing and management. The book outlines a strategic and operational framework based on three types of co-productive relationships (market, network and informal) and explains how this

framework can guide professional marketing practice. Containing case studies, summaries, insight boxes and examples of best practice in every chapter, this book is important reading for all students and practitioners working in sports marketing, sports management or Olympic studies.

## **The Olympic Movement and the Sport of Peacemaking**

Edited by Ramón Spaaij, & Cindy Burleson  
Routledge - May 2013, 170 pages, Hardback:  
ISBN 9780415618786 **¥22,360**

Paperback: Apr 2015, ISBN 9781138850491 **¥8,230**  
Sport and peacemaking have evolved. It is no longer the case that the Olympic Games and war games exist in isolation from each other. Increasingly, policymakers, peacekeepers, athletes, development workers, presidents of nations and others combine forces in an "integrated" approach towards peace. This approach is located not only within the broader, historically evolved Olympic Movement but also in relation to a newly emerged social movement which promotes development and peace through sport. This book critically examines the ways in which this development is being played out at global, national and local levels, particularly in relation to the Olympic Movement and initiatives such as the biennial Olympic Truce Resolution.

The volume constitutes a unique scholarly attempt to provide an in-depth comparative analysis of the sport of peacemaking in the context of the Olympic Movement. Through international comparison and empirically grounded case studies, the book provides an important new departure in the study of the social impact of the Olympic Movement and related peacemaking efforts. It discusses these issues from a range of academic disciplines, including history, sociology, political science, economics, geography, philosophy and international relations.

## **Olympic Perspectives**

Edited by Stephan Wassong, Richard Baka, d& Janice Forsyth

Routledge – March 2017, 126 pages, Hardback:  
ISBN 9780415783804 **¥21,180**

Historical research on the Olympic Movement is highly valuable as it displays processes of continuity and transformation by which knowledge building processes on the Olympic Movement, its structure and on Olympic sport can be expanded. The Olympic Movement can be addressed from multidisciplinary perspectives, including management, sociology, education, philosophy and history. This comprehensive collection examines the multifaceted profile of the Olympic and Paralympic Movement and presents new insights drawn from a variety of research projects. Historical and political dimensions of the Olympic and Paralympic Movement are addressed, along with educational, ethical, commercial and sociological perspectives.

## **Olympic Reform Ten Years Later**

Edited by Heather Dichter, & Bruce Kidd  
Routledge - Apr 2012, 128 pages, Hardback:  
ISBN 9780415508315 **¥23,540**

Paperback: Apr 2015, 9781138853683 **¥6,820**  
In 1999, the International Olympic Committee approved far-reaching reforms to the appointment and terms of its members, the selection of host cities for the Olympic and Winter Olympic Games, the events on the Olympic Program, and the reporting of decisions and financial information. The reforms were initiated in response to the deep crises of legitimacy it faced because of the Salt Lake City doping scandal and ongoing accusations that it turned a blind eye to doping.

This book assesses the implementation and effectiveness of those reforms ten years after. It draws upon the perspectives of Olympic scholars, Olympic athletes, and IOC members, including those who were directly involved in the reform process, and makes a number of recommendations about how the process of Olympic reform could be maintained and strengthened. As such, it provides an insightful and telling report card on the modern Olympic Movement in the first decade of the 21st century, and the presidency of Jacques Rogge.

## **Olympic Studies, 4 Volume Set**

Edited by Vassil Girginov  
Routledge - Apr 2014, 4 Vols/1,854 pages  
Hardback: ISBN 9780415508339 **¥210,710**

Modern Olympism emerged at the end of the nineteenth century as a philosophy of social reform that sought to use sport for the betterment of the world. It drew on a number of intellectual and material sources, including the ancient Greek heritage, philosophical ideas of Enlightenment, the English educational system, and the emerging spirit of industrial capitalism and internationalism. It is an eclectic and non-systematic body of knowledge, and has always been a controversial project. Indeed, in the words of its founder, Pierre de Coubertin (1863–1937), Olympism is an 'unfinished symphony'.

Interpretations of the fundamental tenets of Olympism concerning universalism, education, eligibility, independence from political and commercial interference, and fair play have been constantly negotiated and renegotiated through political, cultural, social, economic, and sporting struggles. These interpretations are reflected in various editions of the Olympic Charter and in a multitude of academic studies.

Edited and introduced by Vassil Girginov, this new four-volume collection from Routledge brings together key primary-source materials and the very best scholarship and commentary to elucidate and explore the evolution and interpretations of Olympism and its practical manifestation in the modern Olympic Games. The collection includes archive materials (some of which are reproduced in facsimile to give users a strong sense of immediacy to the original texts), personal accounts of major figures, as well as critical scholarship. Olympic Studies will also make readily accessible the best research produced under the auspices of Routledge's ambitious 2012 Olympic Collection whereby over forty Olympic-focused journal special issues from a wide range of disciplines appeared during 2012 and 2013. Fully indexed and with a comprehensive introduction, newly written by the editor, which places the collected material in its historical and intellectual context, Olympic Studies is an essential work of reference. It is destined to be welcomed as a vital one-stop research tool.

## **The Olympics, Media and Society**

Edited by Kim Bissell, & Stephen D. Perry  
Routledge - Feb 2013, 184 pages, Hardback:  
ISBN 9780415815963 **¥22,360**

Paperback: 9781138944329 **¥6,820**

When the general public follow the Olympic Games on television, on the internet, even in the newspapers, they feel like they have themselves experienced the performances of the athletes. This book explores whether it is ever possible to experience the Olympic Games as an athletic event without considering the effect of the media. It addresses a multitude of ways in which the intermediary of media production alters the experience of the Olympics.

Spectators watching Olympic events from the stands are less subjected to the language of the commentators, journalists, and even the athlete interviews as they form impressions and understandings of the games. However, even those who sit in

the stands for the opening ceremonies or walk down the streets of the Olympic Village and the host city are treated to media spectacles that are intentionally produced to display the attitudes, values, and beliefs of the host country and its Olympic Committee. This book performs the important task of analysing ways in which the media serves as both an integral component and an arbiter of the Games for society. This book was originally published as a special issue of *Mass Communication and Society*.

## **Planning Olympic Legacies**

### **Transport Dreams and Urban Realities**

By Eva Kassens-Noor

Routledge - April 2012, 138 pages, Hardback:

ISBN 9780415689595 **¥24,720**

Paperback: 9780415689717 **¥7,530**

When a city wins the right to hold the Olympics, one of the oft cited advantages to the region is the catalytic effect upon the urban and transport projects of the host cities. However, with unparalleled access to documents and records, Eva Kassens-Noor questions and challenges this fundamental assertion of host cities who claim to have used the Olympic Games as a way to move forward their urban agendas

In fact, transport dreams to stage the "perfect games" of the International Olympic Committee and the governments of the host cities have led to urban realities that significantly differ from the development path the city had set out to accomplish before winning the Olympic bid. Ultimately it is precisely the IOC's influence – and the city's foresight and sophistication (or lack thereof) in coping with it – that determines whether years after the Games there are legacies benefitting the former hosts.

The text is supported by revealing interviews from lead host city planners and key documents, which highlight striking discrepancies between media broadcasts and the internal communications between the IOC and host city governments. It focuses on the inside story of the urban and transport change process undergone by four cities (Barcelona, Atlanta, Sydney, and Athens) that staged the Olympics and forecasts London and Rio de Janeiro's urban trajectories. The final chapter advises cities on how to leverage the Olympic opportunity to advance their long-run urban strategic plans and interests while fulfilling the International Olympic Committee's fundamental requirements.

This is a uniquely positioned look at why Olympic cities have – or do not have – the transport and urban legacies they had wished for. The book will be of interest to planners, government agencies and those involved in organizing future Games.

## **Policing the 2012 London Olympics**

### **Legacy and Social Exclusion**

By Gary Armstrong, Richard Giulianotti, & Dick Hobbs

Routledge - July 2016, 214 pages | 2 B/W Illus.

Hardback, ISBN 9781138013377 **¥22,360**

The summer Olympic Games are renowned for producing the world's biggest single-city cultural event. While the Olympics and other sport mega-events have received growing levels of academic investigation from a variety of disciplinary approaches, relatively little is known about how such occasions are experienced directly by local host communities and publics.

This ethnography examines the everyday policing of the London Borough of Newham in relation to the London 2012 Olympics. It explains how police defined, monitored, prioritized, contained and investigated 'Olympic-related' crime, and how 'Olympic-related' policing connected to the policing of Newham. The authors examine how the threat of terrorism impacted on the everyday policing of the 2012 Olympics, as

well as the exaggeration of other threats to the Games – such as youth gangs – for political reasons. The book also explores local resistance to Olympic policing, and the legacy of the Games with regard to policing, local housing, demographics and social exclusion.

Discussing the lessons that can be learned for the future staging of sporting mega-events, this book will appeal to scholars and students with interests in sport, policing, crime and criminology, mega-events, event management, urban studies, global studies and sociology.

## **The Politics of the Olympics**

### **A Survey**

Edited by Alan Bairner, & Gyoza Molnar

Routledge - Apr 2014, 264 pages, Hardback:

Paperback: 9781857436877 **¥8,700**

The Politics of the Olympics: A Survey provides information on and analysis of the relationship between politics and the Olympic Games. It is argued and demonstrated throughout the book that sport and politics have been and are intimately connected and nowhere is this relationship more apparent than in the Olympic Games.

The essay chapters, including an editorial introduction, are written by a variety of academic experts. They focus on the politics of the Olympic movement, the politics of hosting the Games, the political implications of performance enhancement, and gender, terrorism and physical impairment within the Olympic context. The remaining chapters are case studies that are specific to certain countries or regions – Germany during the rise to power of National Socialism, Eastern Europe in the Cold War era, South Korea and Taiwan. Each chapter is accompanied by a select bibliography.

The A-Z Glossary provides up-to-date and concise information on famous Olympians, presidents of the International Olympic Committee, specific events, boycotts and demonstrations – each of which has been politically significant in the history of the Games. Entries are cross-referenced for ease of use.

## **Putin's Olympics**

### **The Sochi Games and the Evolution of Twenty-First Century Russia**

By Robert W. Orttung, & Sufian N. Zhemukhov

Routledge - Feb 2017, 136 pages, Hardback:

ISBN 9780415823722 **¥21,180**

President Vladimir Putin's Olympic venture put the workings of contemporary Russia on vivid display. The Sochi Olympics were designed to symbolize Russia's return to great power status, but subsequent aggression against Ukraine, large-scale corruption, and the doping scandal have become the true legacies of the games. The Kremlin's style of governance through mega-projects has had deleterious consequences for the country's development. Placing the Sochi games into the larger context of Olympic history, this book examines the political, security, business, ethnic, societal, and international ramifications of Putin's system.

## **Rule Britannia: Nationalism, Identity and the Modern Olympic Games**

By Matthew P. Llewellyn

Routledge - Dec 2011, 214 pages, Hardback:

ISBN 9780415663908 **¥22,360**

On 6 July 2005, the International Olympic Committee awarded the 2012 summer Olympic Games to the city of London, opening a new chapter in Great Britain's rich Olympic history. Despite the prospect of hosting the summer Games for the third time since Pierre de Coubertin's 1894 revival of the Olympic movement, the historical roots of British Olympism

have received limited scholarly attention. With the conclusion of the 2008 Beijing Olympics and the passing of the baton to London, Rule Britannia remedies that oversight.

This book uncovers Britain's early Olympic involvement, revealing how the British public, media, and leading governmental officials were strongly opposed to international Olympic competition. It explores how the British Olympic Association focused on three main factors in the midst of widespread national opposition: it embraced early Olympian spectacles as a platform for maintaining a sporting union with Ireland, it fostered a greater sense of imperial identity with Britain's white dominions, and it undertook an ambitious policy of athletic specialization designed to reverse the nation's waning fortunes in international sport.

This book was previously published as a special issue of International Journal of the History of Sport.

## Success and Failure of Countries at the Olympic Games

By Danyel Reiche

Routledge - July 2016, 182 pages, 8 B/W Illus. Hardback, ISBN 9781138797215 **¥21,180**

The Olympic Games is undoubtedly the greatest sporting event in the world, with over 200 countries competing for success. This important new study of the Olympics investigates why some countries are more successful than others. Which factors determine their failure or success? What is the relationship between these factors? And how can these factors be manipulated to influence a country's performance in sport? This book addresses these questions and discusses the theoretical concepts that explain why national sporting success has become a policy priority around the globe.

Danyel Reiche reassesses our understanding of success in sport and challenges the conventional explanations that population size and economic strength are the main determinants for a country's Olympic achievements. He presents a theory of countries' success and failure, based on detailed investigations of the relationships between a wide variety of factors that influence a country's position in the Olympic medals table, including geography, ideology, policies such as focusing on medal promising sports, home advantage and the promotion of women.

This book fills a long-standing gap in literature on the Olympics and will provide valuable insights for all students, scholars, policy makers and journalists interested in the Olympic Games and the wider relationship between sport, politics, and nationalism.

## Sustainable Reform and Development in Post-Olympic China

Edited by Shujie Yao, Wu Bin, Stephen Morgan, & Dylan Sutherland

Routledge - Oct 2010, 224 pages | 26 B/W Illus. Hardback: ISBN 9780415559560 **¥22,360**  
Paperback: Aug 2014, 9781138816923 **¥8,230**

After thirty years of economic reform, China has reached a crossroads in its development process, and faces many challenges in the use of natural resources, the living environment, and the economic, social and political systems. The sustainability of China's reform and development is even more salient in the face of the global financial crisis and economic recession. Taking the 2008 Olympic Games in Beijing as an iconic turning-point, the book explores key themes such as economic reform and sustainability, innovation and sustainability, globalisation and social development, and analyses the prospects for sustainable reform and development in Post-Olympic China.

The book includes topics such as Chinese banking reforms; the issue of regional inequalities; energy and environmental

challenges; industry development and corporate social responsibility, and democracy and media bloggers. With analysis written by experts from a wide range of disciplines, the book will appeal to a wide range of readers interested in China's environment and sustainable development, economic and political reform, and international relations.

## Terrorism and the Olympics Major Event Security and Lessons for the Future

Edited by Anthony Richards, Peter Fussey, & Andrew Silke

Routledge - Nov 2010, 272 pages, Hardback: ISBN 9780415499392 **¥22,360**

Paperback: Mar 2012, 9780415532426 **¥8,230**

The book aims to outline the progress, problems and challenges of delivering a safe and secure Olympics in the context of the contemporary serious and enduring terrorist threat. The enormous media profile and symbolic significance of the Olympic Games, the history of terrorists aiming to use such high-profile events to advance their cause, and Al Qaeda's aim to cause mass casualties, all have major implications for the security of London 2012.

Drawing on contributions from leading academics and practitioners in the field the book will assess the current terrorist threat, particularly focusing on terrorist targeting and how the Olympics might feature in this, before addressing particular response themes such as transport security, the role of surveillance, resilient designing of Olympic sites, the role of private security, and the challenge of inter-agency coordination. The book will conclude by providing an assessment of the legacy of Olympic security to date and will discuss the anticipated issues and dilemmas of the future. This book will be of interest to students of terrorism studies, security studies, counter-terrorism and sports studies.

## Tourism at the Olympic Games Visiting the World

Edited by Mike Robinson, & Josef Ploner

Routledge - Oct 2016, 126 pages, Hardback: ISBN 9781138939653 **¥22,360**

Going far beyond being just a mega sport event, the Olympic Games are, and have been in the past, important settings for tourism and cultural change. Hosting the Olympic Games presents a unique opportunity for countries to promote, regenerate, and develop cities and regions, and to firmly locate them within an increasingly competitive global tourism marketplace. From Athens to Rio de Janeiro, Olympic landmark buildings, 'districts', and 'parks' have permanently transformed cities and regions, and gained tremendous material and symbolic value as tourist attractions. On another level, the Olympic Games produce a kaleidoscopic range of intangible and quasi-religious engagements with place and spectacle. They have a tremendous impact on the image of the host country, while invoking collective memories and touching on emotions such as suspense, compassion, togetherness, and pride. Tourism has also become a major watchword in ongoing debates on the 'legacy' of the Olympic Games, and it deeply penetrates discourses on social justice and cultural change on a local, national and global scale. This book was originally published as a special issue of the Journal of Tourism and Cultural Change.

## The Triple Asian Olympics - Asia Rising

### The Pursuit of National Identity, International Recognition and Global Esteem

Edited by J. A. Mangan, Sandra Collins, & Gwang Ok Routledge - Sept 2012, 196 pages, Hardback: ISBN 9780415529884 **¥22,360**

Realpolitik as a component of the Olympic Games held in East Asia has been largely ignored by historians. However, sport was an integral part of cultural diplomacy and the expression of national prowess for the three Games held in East Asia: 1964 Tokyo, 1988 Seoul and 2008 Beijing. It is time this was recorded. The Olympic Games had transformational political, economic and cultural effects for the host cities and countries. This also is a neglected topic.

The Triple Asian Olympics: Asia Rising explores the realities of global transformation, regional ascendancy and metaphorical modernity of the East Asian Olympics and, by extension, East Asia. As the axis of global geo-political and economic power shifts to the East, analyzing the significance of the Olympic Games in East Asia becomes significant to an understanding of the shifting nature of the nations of East Asia. The Triple Asian Games are harbingers of dramatic geopolitical change. This is the first study to record, confront and examine this contemporary phenomenon. For this reason, this unique collection promises to attract a wide readership. This book was originally published as a special issue of The International Journal of the History of Sport.

## Understanding the Olympics, 2nd Edition

By John Horne, & Garry Whannel

Routledge - May 2016, 326 pages, 97 B/W Illus. Hardback: ISBN 9781138890244 **¥22,360**

Paperback: 9781138890251 **¥8,220**

The Olympic Games is unquestionably the greatest sporting event in the world, with billions of viewers across the globe. How did the Olympics evolve into this multi-national phenomenon? How can the Olympics help us to understand the relationship between sport and society? What will be the impact and legacy of the 2016 Olympics in Rio? Now in a fully revised and updated new edition that places Rio 2016 in the foreground, Understanding the Olympics answers all these questions by exploring the social, cultural, political, historical and economic context of the Games.

This book presents the latest research on the Olympics, including new material on legacy, sustainability and corruption, and introduces the reader to all of the key themes of contemporary Olympic Studies including: the history of the Olympics

Olympic politics  
access and equity  
the Olympics and the media  
festival and spectacle  
the Olympic economy  
urban development  
Olympic futures.

The most up-to-date and authoritative introduction to the Olympic Games, this book contains a full Olympic history timeline as well as illustrations, information boxes and 'Olympic Stories' in every chapter. Understanding the Olympics is essential reading for anybody with an interest in the Olympics or the wider relationship between sport and society.

## The Youth Olympic Games

Edited by Dag Vidar Hanstad, Milena M. Parent, & Barrie Houlihan

Routledge - June 2014, 270 pages, Hardback ISBN: 9780415839877 **¥22,360**

Paperback: 9781138788558 **¥7,060**

The first summer Youth Olympic Games (YOG) were held in Singapore in 2010 and the first winter Youth Olympic Games in Innsbruck in 2012. The IOC hopes that the YOG will encourage young people to be more active and that they will bring the Olympic movement closer to its original founding values.

This is the first book to be published on the Youth Olympic Games. It critically examines the origins of the Games and the motives of the Games organisers, as well as the organisation and management of the Games and their wider impact and significance. The first part of the book discusses the relationship between the YOG and the ideology of Olympism, in the context of broader developments in youth sport competitions. The second part investigates a wide range of managerial aspects including the bidding process, finance, the prominent role of young people on the organising committees and as volunteers, the role of media and sponsors, and the distinctive competition structure. The final part of the book assesses the current and likely future impact of the YOG on the host cities and countries, the IOC and on national youth sport policies.

The Youth Olympic Games is essential reading for any researcher, advanced student or policy maker with an interest in Olympic Studies, sports development, sport policy, youth sport or event management.



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