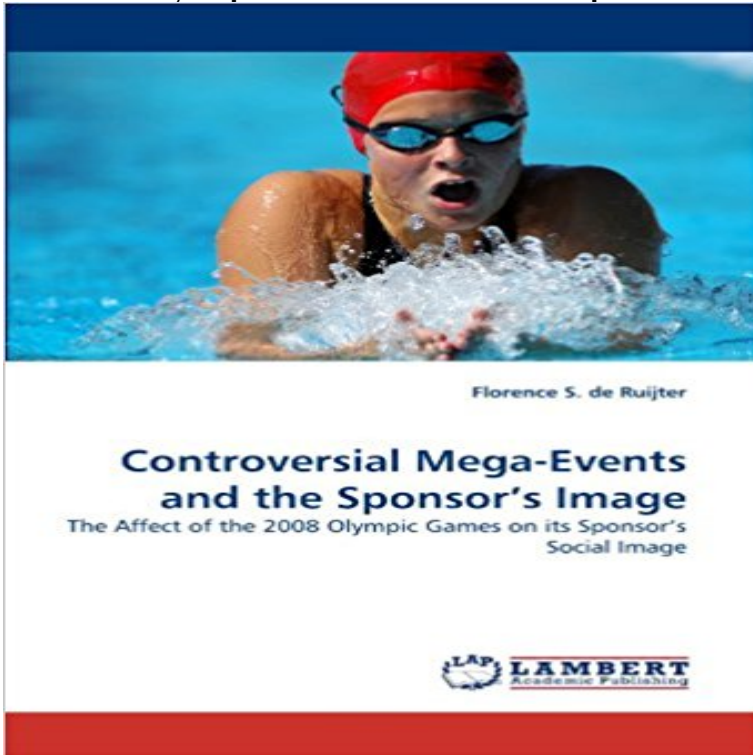


Controversial Mega-Events and the Sponsors Image: The Affect of the 2008 Olympic Games on its Sponsors Social Image



How do controversial mega-events affect the social image of its sponsors? This is the main question considered in this book. The research attempts to respond to this question as fully as possible. Therefore, several theoretical research streams are being discussed, such as corporate social responsibility (CSR), corporate image, sport sponsorship, and social risk. It is concluded that the findings are opposing the expectations. This research proves that negative publicity surrounding a mega-event regarding human rights abuses which are not related to the sport event do not damage the sponsors image.

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