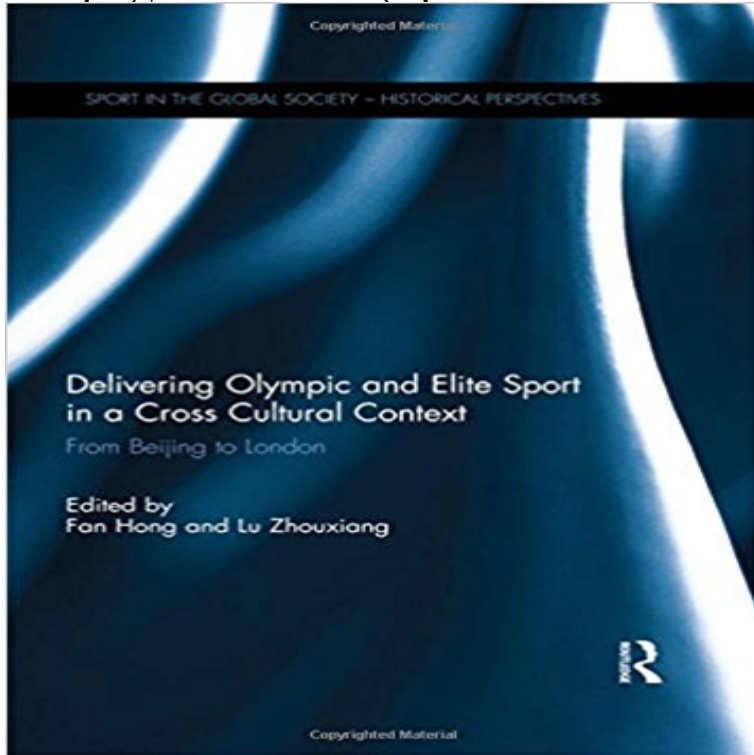


Delivering Olympic and Elite Sport in a Cross Cultural Context: From Beijing to London (Sport in the Global Society - Historical perspectives)



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

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