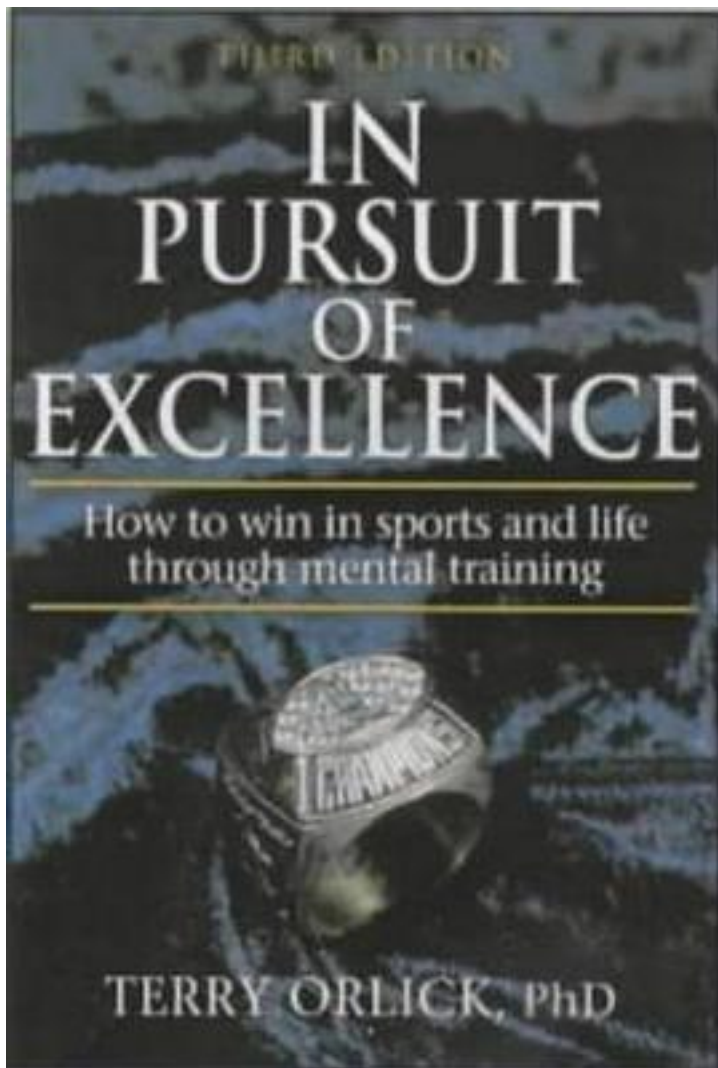


In Pursuit of Excellence



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Competitive sport is today about winning and training to win. Many athletes are professionals, with careers managed by teams of specialist staff working towards the ultimate goal of world-class, medal-winning performances. This entry-level text offers new students a comprehensive introduction to the phenomenon of the pursuit of excellence in sport, covering the key issues and talking points including: the history and tradition of sporting excellence; comparisons of elite high-performance sport programmes in Australia, the USA, East Germany and France; the historical, social, political and economic impacts of sporting excellence in the UK; current issues and debates, including drugs in sport; and, the future for high-performance sport. With a clear framework for understanding and exploring key issues, questions for discussion, websites and suggestions for further reading, "In Pursuit of Excellence" is an ideal introduction for AS, A level and undergraduate students.

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