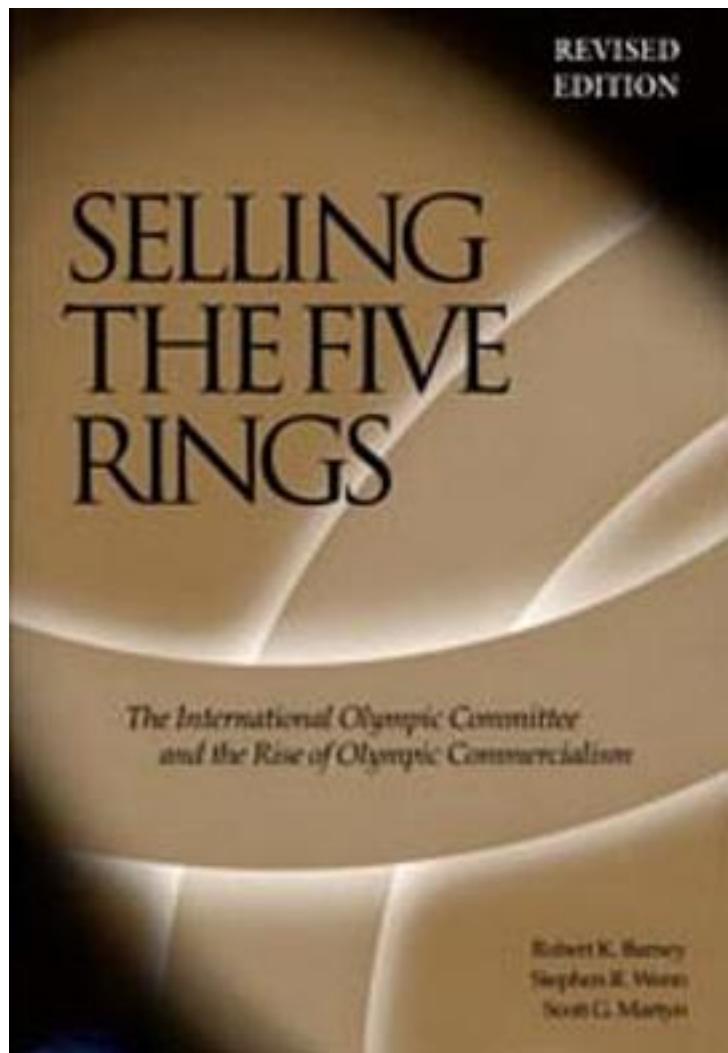


Selling The Five Rings



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出版者:Univ of Utah Pr

出版时间:2004-8

装帧:Pap

isbn:9780874808094

Selling the Five Rings outlines the rise of the Olympic movement from an envisioned instrument of peace and brotherhood to a transnational commercial giant of imposing power and influence. Using primary source documents such as minutes of the IOC General Sessions, minutes and reports of various IOC subcommittees and commissions concerned with finance, reports of key marketing agencies, and the letters and memoranda written to and by the major figures in Olympic history, the authors track the history of a fascinating global institution. Recognized by Choice as an Outstanding Academic Title in 2002, this newly revised paperback edition includes in-depth coverage of the 2002 Salt Lake City winter games, as well as analysis of the Salt Lake City bribery scandal and the pairs figure skating scandal.

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