

Mega Event Planning

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Entering the Global Arena

Emerging States, Soft Power Strategies and Sports
Mega-Events

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To Andrea (Jonathan Grix)
To Patricia and Michael Brannagan (Mum and Dad)
(Paul Michael Brannagan)
In loving memory of Tom Lee (Donna Lee)

PREFACE

The study of sports mega-events, their so-called legacies and the wider political, social and economic impact they are thought to have is on the increase. The academic field, as such, is, however, relatively small and spread across a number of disciplines, ranging from urban studies, sociology, leisure studies and event management. We are pleased to be able to contribute to this literature from a more political science and international relations lens, disciplines that have been slow to analyse the import of sports mega-events.

The authors have worked together previously as colleagues at the University of Birmingham and have now been re-united in the same Department (Economics, Policy and International Business) at Manchester Metropolitan University.

The background ‘team’ behind the authors of this book deserves specific acknowledgement. We would like to thank Adam Barber for the excellent research he undertook for us on the socio-economic data of our case studies; thanks too to Shushu Chen, Claudio Rochea, Nina Kramavera and Tom Bason for reading over drafts of our country cases and to Louis Grix for his background research on the same. We also extend our thanks to Joshua Pitt, Senior Editor at Palgrave Macmillan, for his patience and support.

Manchester, UK

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