

## LEVERAGING LEGACIES FROM SPORTS MEGA EVENTS%0A

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Leveraging the legacies of sports mega-events

The purpose of this workshop is to galvanise a wide variety of cross-UoB expertise and cross-college disciplines that do not usually work together. Whilst topical, the theme of sports 'megas' and their legacies has longer lasting promise to engage international scholarly exchange with past and future nations staging such events. [Leveraging Legacies from Sports Mega-Events - palgrave.com](#)

This volume offers a panoramic and interdisciplinary view of the growing field of Sports Mega-Event studies. Contributions explore leveraging strategies and the legacies from previous sports megas (London, Seoul, Sydney, Vancouver) and recent and future 'emerging' states and their hosting.

[Leveraging legacies from sports mega-events ; concepts and ...](#)

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[Leveraging Legacies from Sports Mega-Events eBook by ...](#)

Contributions explore leveraging strategies and the legacies from previous sports megas (London, Seoul, Sydney, Vancouver) and recent and future 'emerging' states and their hosting strategies (India, China, Qatar, Russia, Brazil).

[Leveraging legacies for sports mega-events \(eBook, 2014 ...](#)

This volume offers a panoramic and interdisciplinary view of the growing field of Sports Mega-Event studies. Contributions explore leveraging strategies and the legacies from previous sports megas

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### **Image leveraging and sports mega-events: Germany and the ...**

The broader setting for this research is the increase in willingness of governments of all political hues to stage sports mega-events. The paper starts from the observation that many states have and do instrumentalise sport to promote their country's image or brand and attempt to gain prestige.

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"International sports mega-events and their legacies are much debated features of contemporary culture. In this book many of the main writers in the field provide valuable new and accessible studies of this phenomenon. This book deserves to be widely read." -Maurice C. Roche, Emeritus Professor of Sociology, University of Sheffield, UK

### **Leveraging Mega-Event Legacies eBook: Jonathan Grix ...**

Leveraging Mega-Event Legacies 1st Edition, Kindle Edition by This is a multi-disciplinary contribution to the burgeoning literature on and around mega-events in general and sports mega-events in particular. The volume is not specifically about mega-events or their management, but rather how such events act as a lens through which a number of important and critical questions about the **Leveraging Legacies from Sports Mega-Events eBook** by ...

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### **Think Tank 2: Sport Mega-Event Impacts, Leveraging, and ...**

The Centre held its second think tank on the topic of Sport Mega-Event Impacts, Leveraging, and Legacies. This

invitational event brought together 22 leading researchers from across the globe for an intensive two day session. The event was also be preceded by a one-day graduate student symposium.

[The Politics of Sports Mega-events | Request PDF](#)

More broadly, the article seeks to contribute to the nascent literature on leveraging sports mega-events by employing Chalip's 2004 model of leveraging legacies as an organising principle and

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Special Issue: 'Leveraging Legacies from Sports Mega-Events' (International Journal of Sport Policy and Politics) 2017. Jonathan Grix, Dr Paul Michael Brannagan.

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