

The gold in the rings : the people and events that transformed the Olympic Games / Stephen R. Wenn and Robert K. Barney

[Wenn, Stephen R.](#) | [Barney, Robert K.](#)

University of Illinois Press. Chicago - 2020

Once a showcase for amateur athletics, the Olympic Games have become a global entertainment colossus powered by corporate sponsorship and professional participation. Stephen R. Wenn and Robert K. Barney offer the inside story of t...



[More information...](#)

Site	Classification	Call number
OSC Library	Libre-accès	MA 29482



The IP journey of an Olympic Games / Carlos Castro

[Castro, Carlos](#)

2019

The intellectual property (IP) journey of each edition of the Games starts around 10 years before the Olympic flame leaves Olympia in Greece and makes its way to the host city where it lights the Olympic cauldron at the opening ce...



[More information...](#)



Ambush marketing via social media : the case of the three most recent Olympic Games / Gashaw Abeza... [et al.]

[Abeza, Gashaw](#)

2020

This study explored the practices and strategies of ambush marketing via social media (SM) during the 2014 Sochi, 2016 Rio, and 2018 PyeongChang Olympic Games. Direct industry competitors' of the Olympic sponsors refer to companie...



[More information...](#)



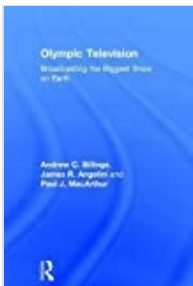
Commercial rights management in post-legislative Olympic sponsorship / Nicholas Burton

[Burton, Nicholas](#)

2019

The purpose of this paper is to explore the development of preventative counter-ambush marketing initiatives and rights protection strategies, providing an historical view of rights management and the International Olympic Committ...

[More information...](#)



Olympic television : broadcasting the biggest show on earth / Andrew C. Billings, James R. Angelini, Paul J. MacArthur

[Billings, Andrew C.](#) | [Angelini, James R.](#) | [MacArthur, Paul J.](#)

Routledge. London - 2018

As the Olympic spectacle grows, broadcast coverage becomes bigger, more complex, and more sophisticated. Part sporting event, part reality show, and part global festival, the Olympics can be seen as both intensely nationalistic an...

[More information...](#)

Site	Classification	Call number
OSC Library	Libre-accès	MA 28406



Olympic Channel : showcasing the Games in the age of digital plenitude / Xavier Ramon

[Ramon, Xavier](#)

2018

This article provides a historical overview of the relationship between the Olympic Games and the media and examines the distinctive proposition offered by the Olympic Channel. This platform takes advantage of the multiple technol...

[More information...](#)





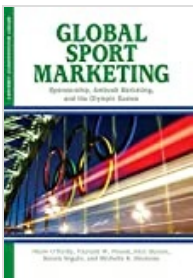
Is Olympic ambush marketing here to stay : examining the issues surrounding ambush marketing as they relate to Olympic sponsors, athletes, and other stakeholders / Bryce M. Nakamura

[Nakamura, Bryce M.](#)

2018

This article examines many of the issues related to ambush marketing in the Olympic context. Specifically, it discusses the problems ambush marketing creates for the International Olympic Committee and Olympic sponsors, along with...

[More information...](#)



Global sport marketing : sponsorship, ambush marketing, and the Olympic Games / Norm O'Reilly... [et al.]

[O'Reilly, Norm](#)

Fitness Information Technology. Morgantown, WV - 2015

As sport marketing matures, as social technologies advance, and as the Olympic Games cement their position as the largest and most important mega-event in the world, marketers everywhere are increasing their sophistication in usin...

[More information...](#)



Site	Classification	Call number
OSC Library	Libre-accès	MA 27546



Historical evolution of Olympic commercialism : the evolution of attitudes towards commercialism within the American Olympic Movement : a historical perspective / Jonathan A. Jensen

[Jensen, Jonathan A.](#)

[s.n.]. [Etats-unis] - 2015

The uneasy relationship between the long-standing amateur ideals of the Olympic Games and commercialism, including sponsorship, licensing, and television, is spotlighted via this historical perspective spanning 100 years of the Ol...

[More information...](#)





Comprehensive review of Olympic Movement marketing / Hossein Eydi, Hamed Farzi

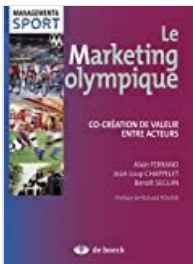
[Hossein, Eydi](#) | [Farzi, Hamed](#)

2014

Nowadays, Olympic Games have become one of the most large-scale and profitable global media events. In the world of sports, marketing, promotion and advertisement are fundamental tools for generating great profits. The current art...



[More information...](#)



Le marketing olympique : co-création de valeur entre acteurs / Alain Ferrand, Jean-Loup Chappelet, Benoit Séguin

[Ferrand, Alain](#) | [Chappelet, Jean-Loup](#) | [Séguin, Benoit](#)

De Boeck. Bruxelles - 2012

Le mouvement olympique est " l'action concertée, organisée, universelle et permanente, exercée sous l'autorité suprême du CIO, de tous les individus et entités inspirés par les valeurs de l'Olympisme " (Charte Olympique, p. 11). C...



[More information...](#)

Site	Classification	Call number
OSC Library	Libre-accès	MA 25438



Olympic marketing : historical overview / Josep Maria Puig

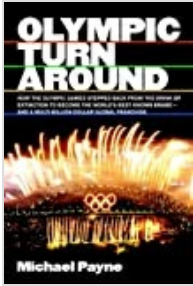
[Puig, Josep Maria](#)

Centre d'Estudis Olímpics (UAB). Bellaterra - 2010

Since the Olympic Games Los Angeles 1984, the Olympic Movement has a direct control over the Olympic marketing programmes. These commercial agreements have made possible the increase of the Olympic Games in terms of magnitude, whi...



[More information...](#)



Olympic turnaround : how the Olympic Games stepped back from the brink of extinction to become the world's best known brand - and a multi-billion dollar global franchise / Michael Payne

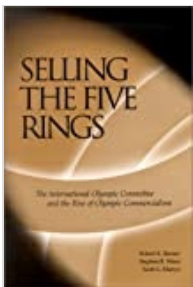
[Payne, Michael](#)

London Business Press. Twyford - 2005

[More information...](#)



Site	Classification	Call number
OSC Library	Libre-accès	MA 20994



Selling the five rings : the International Olympic Committee and the rise of olympic commercialism / Robert K. Barney, Stephen R. Wenn, Scott G. Martyn

[Barney, Robert K.](#) | [Martyn, Scott G.](#) | [Wenn, Stephen R.](#)

University of Utah Press. Salt Lake City - 2002

The original scheme for the modern Olympic Games was hatched at an international sports conference at the Sorbonne in June 1894. At the time, few provisions were made for the financial underwriting of the project—providence and th...

[More information...](#)



Site	Classification	Call number
OSC Library	Libre-accès	MA 17969