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...
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...

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...

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...

Site | Classification | Call number
--- | --- | ---
OSC Library | Libre-accès | MA 28406
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...

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...

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...
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...

Olympic marketing / Alain Ferrand, Jean-Loup Chappelet and Benoît Séguin

Ferrand, Alain | Chappelet, Jean-Loup | Séguin, Benoit

Routledge - 2012

The Olympic Games have become the definitive sports event, with an unparalleled global reach and a remarkably diverse constituency of stakeholders, from the IOC and International Federations to athletes, sponsors and fans. It has ...

More information...

Olympic marketing : historical overview / Josep Maria Puig

Puig, Josep Maria

Centre d’Estudis Olimpics (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...

<table>
<thead>
<tr>
<th>Site</th>
<th>Classification</th>
<th>Call number</th>
</tr>
</thead>
<tbody>
<tr>
<td>OSC Library</td>
<td>Libre-accès</td>
<td>MA 20994</td>
</tr>
</tbody>
</table>
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...