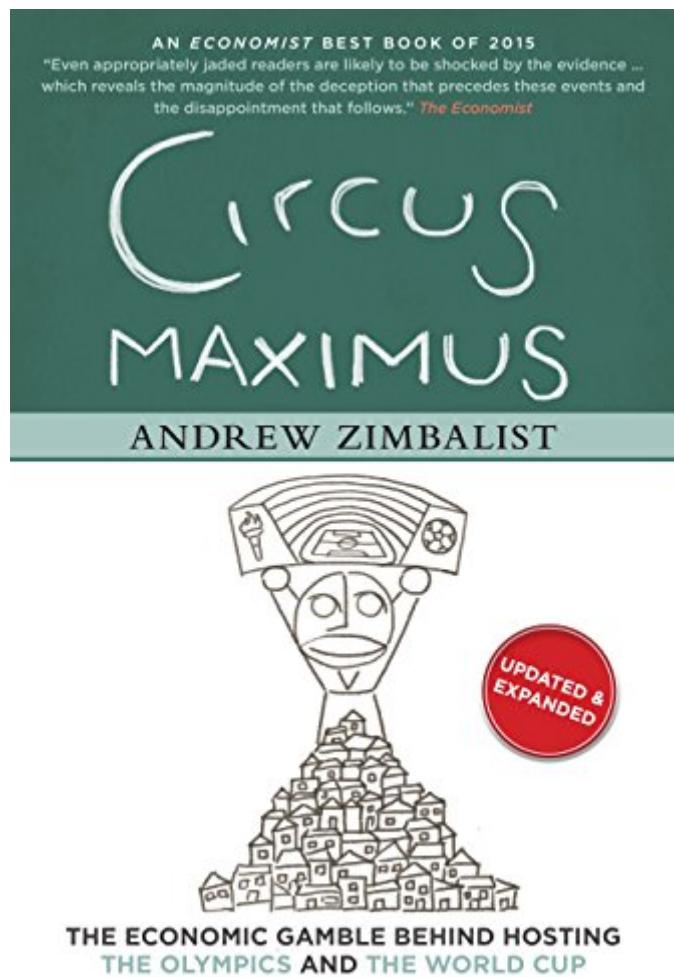


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Circus Maximus: The Economic Gamble Behind Hosting The Olympics And The World Cup



Synopsis

An Economist Best Economic Book of 2015An updated and expanded analysis of the economic tensions behind the Olympics and the World Cup games. Andrew Zimbalist looks beyond the headlines of two of the worldâ™s most beloved sporting events: the Olympics and the World Cup. In the updated and expanded edition of his bestselling book, *Circus Maximus: The Economic Gamble Behind Hosting the Olympics and the World Cup*, Zimbalist tackles the bogus claim that cities chosen to host these high-profile sporting events experience an economic windfall. In this new edition he takes aim at the outrageous FIFA scandal, Bostonâ™s bid for the 2024 summer Olympics, and the criticism surrounding the 2015 Women's World Cup. *Circus Maximus* focuses on major cities, like London and Barcelona, that have previously hosted these sporting events, to provide context for cities like Tokyo and Rio de Janeiro, which are currently bearing the weight of exploding expenses, corruption, and protests. Zimbalist offers a sobering and candid look at the Olympics and the World Cup from outside the echo chamber.

Book Information

File Size: 3663 KB

Print Length: 226 pages

Page Numbers Source ISBN: 0815727240

Publisher: Brookings Institution Press; 2 edition (February 2, 2016)

Publication Date: February 2, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01B11TREQ

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #436,021 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #49

in Kindle Store > Kindle eBooks > Business & Money > Economics > Public Finance #159

in Kindle Store > Kindle eBooks > Business & Money > International > Economics #193

in Books > Sports & Outdoors > Miscellaneous > Olympic Games

Customer Reviews

This is an extremely well written book that relentlessly and completely gives the lie to the oft-spoken idea that large sporting events like the Olympics and World Cup are economic gold mines for host cities or countries. Simply put, they aren't. But it's worse than that. Andrew Zimbalist uses facts, pertinent economic explanations, humor and irony to explain how host cities are nearly all left with economic disasters after the Olympics and World Cup leave town, taking most of the financial gain with them. The book showcases the sometimes insane euphoria, and big cash, that goes into bidding for world class sporting events with promises of increased tourism during the games that extends after the games, increased cache and economic preimenance that go along with hosting such events.Zimbalist does a fantastic job of explaining that the Olympic Games don't even bring more tourists to a city while they are happening, let alone for years afterward. London actually had fewer tourists in the Summer of 2012. As for the supposed cache attached to host cities, this book explains it can all go bad if there is a terrorist attack, protests, or, as in Brazil, deaths associated with the construction of venues.And the book showcases how the 'legacy' of hosting these events can often turn into a public relations nightmare when, like Athens and Beijing there are rotting stadiums that scar the landscape, or, like Sochi, you leave an impression of an infrastructure mess.

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