

CONTENTS

<i>Foreword</i>	vi
<i>Preface</i>	ix
<i>Acknowledgements</i>	xvi
1 The idea of Olympism	1
2 The ancient Olympic Games	16
3 Revival of the modern Olympic Games	35
4 Britain in the Olympic Movement	47
5 The Paralympic Games	62
6 The Olympics and the mass media	77
7 Olympic Marketing	98
8 Economic and environmental impacts of the Olympic Games	117
9 Organising the Olympic Games	134
10 Olympic politics	153
11 Ethics of sport and Olympism	169
12 Drugs and the Olympic Games	185
13 Sport, art and the Olympics	200
14 Olympic education – celebrating the Olympics	216
15 Case studies	234
<i>Bibliography</i>	259
<i>Index</i>	271

