



The Olympic Games Explained: A Student Guide to the Evolution of the Modern Olympic Games (Student Sport Studies)

Jim Parry, Vassil Girginov

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This multidisciplinary text is a comprehensive introduction to the central themes and background of the modern Games.

The text considers a range of topics including:

- the ancient Olympics
- the modern revival of the nineteenth century
- the development of the Games throughout the twentieth century.
- the media and the Olympics
- Olympic marketing and sponsorship.

Complemented by a dedicated website offering access to unique archive and other document sources, this book brings its audience the best Olympic educational expertise available.

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