Nouvelles parutions sur l’Olympisme et le sport
New releases on Olympism and sport

Issue 9 (2015)

Retrouvez les dernières parutions sur l’Olympisme et le sport disponibles au Centre d’Études Olympiques, dont 13 sont accessible en ligne.

Find the new releases on Olympism and sport available at The Olympic Studies Centre, of which 13 are accessible online.

September 2015
Mouvement olympique / Olympic Movement .................................................. 3
Publications officielles / Official publications ............................................... 3

Jeux Olympiques / Olympic Games .............................................................. 4
Candidature ........................................................................................................ 4
Tokyo 2020 ........................................................................................................ 4
Rio 2016 ........................................................................................................... 4
Sotchi 2014 / Sochi 2014 .................................................................................. 5
Londres 2012 / London 2012 ........................................................................... 6
Berlin 1936 ........................................................................................................ 6
Héritages et impacts / Legacies and impacts ...................................................... 6
Jeux internationaux / International Games ......................................................... 7

Thèmes sportifs / Sports themes ........................................................................ 8
Anti-dopage / Anti-doping .................................................................................. 8
 Discrimination .................................................................................................... 8
Éthique / Ethics .................................................................................................. 8
Infrastructures sportives / Sports infrastructure ................................................. 9
 Jeunesse / Youth ............................................................................................... 9
 Management ....................................................................................................... 9
 Marketing ............................................................................................................ 9
 Médias / Media .................................................................................................. 10
Memorabillia olympique / Olympic memorabilia ...............................................10
Politique / Politics .............................................................................................10
Sciences du sport / Sport sciences .....................................................................11

Sports Olympiques / Olympic sports .............................................................. 12
Par pays / By Country .........................................................................................12
 Australie / Australia .........................................................................................12
 Singapour / Singapore .....................................................................................12
Par sport / By sport ............................................................................................13
 Athlétisme / Athletics .......................................................................................13

Les résumés proviennent principalement des éditeurs.
The abstracts mainly come from the publishers.
Publications officielles / Official publications

Rapport annuel du CIO 2014 : crédibilité, durabilité et jeunesse
Comité international olympique. CIO, 2015, 164 p.
Ce rapport décrit les activités de l’année écoulée dans quatre secteurs d’action prioritaires du CIO : assurer la célébration des Jeux Olympiques, promouvoir l’Olympisme dans la société, placer les athlètes au cœur du Mouvement olympique, et maximiser la performance de l’organisation. Il précise également le rôle important joué par les partenaires olympiques et fournit un rapport financier complet. Les recommandations de l’Agenda olympique 2020 sont intégrées à ce rapport aux sections correspondantes pour indiquer les changements que leur adoption a entraînés ou entraîneront.
MA 27330

The IOC annual report 2014: credibility, sustainability and youth
This report describes activities over the past year in four priority IOC workstreams : ensuring the celebration of the Olympic Games, promoting Olympism in society, putting athletes at the heart of the Olympic Movement, maximising the performance of the organisation. It also describes the important role played by Olympic Partners and provides a full financial report. Recommendations from Olympic Agenda 2020 are woven throughout this report in relevant sections to indicate changes that have resulted or will result from its adoption.
MA 27329
Candidature

Why were voters against the 2022 Munich Winter Olympics in a referendum?


In Munich, a referendum on a bid for the 2022 Winter Olympics was held in November 2013 and failed. This study analyzes the determinants of the percent of favorable votes using secondary data from all 52 communities involved in the referendum. The evidence suggests that potential host communities tended to have larger vote shares in favor of putting in a bid as did communities with higher rates of unemployment. In communities with a high share of votes for the Green and the Leftist party in the federal state elections, the percent of favorable votes for the Olympic bid was significantly lower. Moreover, the negative effect of the number of hotel beds per capita suggests that voters were concerned with crowding-out of regular tourists during the Olympics. Local politicians and bidding committees could use this information to better understand the local population and to improve their support for hosting Olympic Games.

Tokyo 2020

A bid farewell


Elisha Chauhan asks industry experts to assess the Tokyo 2020 national stadium saga, and whether it will be ready on time and on budget, having dropped Zaha Hadid Architects' controversial design.

Rio 2016

Retrouvez les titres publiés par le Comité d'organisation sur notre bibliothèque numérique.

Discover the titles published by the Organizing Committee on our digital library.
Destruction or construction?: a (counter) branding analysis of sport mega-events in Rio de Janeiro
This paper presents an analysis of the dialectic construction of city representation in Rio de Janeiro during the phase of preparing for global sport mega-events, such as the 2014 FIFA World Cup and the 2016 Olympics. In particular, it describes event-based city branding as dialectic representational dynamics that occur when attempting to broadcast a 'tailored' image to the world. Official and counter branding, observed in this study through an Internet-based qualitative content analysis, construct an arena for confrontation. The use of urban space and physical transformations, economic development visions, cultural heritage and citizen involvement are key categories entangled in both the institutional/strategic (i.e. the official brand) and counter-hegemonic (i.e. the counter brand) city representations. The analysis showed the dialectic relationship between hegemonic and counter-hegemonic narratives. The analysis suggests not just the destruction of the 'Olympic City' master narrative by means of counter-hegemonic representation, but a (re)construction of a global narrative of 'the city hosting mega-events', enriched by local meanings and symbols. Future research perspectives and open inquiries are proposed in the final section of the paper.

Sotchi 2014 / Sochi 2014

Weather services for the test events and Sochi 2014 Olympic and Paralympic Games
V.I. Luk’yanov, T.G. Dmitrieva, E.V. Vasil’ev. IN: Russian meteorology and hydrology, August 2015, volume 40, issue 8, pp. 495-503.
This article considers the integral system of observations, of acquisition and dissemination of meteorological information for the hydrometeorological support of the XXII Olympic Winter Games and XI Paralympic Winter Games 2014 in Sochi. The article presents the organizational structure of weather services for the Games.

Sochi 2014: the Olympic Games through the lens of John Huet and David Brunett
American photographers John Huet and David Burnett were commissioned by the International Olympic Committee to cover the Sochi Olympic Games of 2014 and were given considerable artistic and technical freedom. The result is a series of great photos that capture moments in time: images with a story behind them and pictures that contribute to our Olympic heritage. This volume features stunning behind-the-scenes photographs of Olympic athletes preparing for and executing their incredible physical feats.
MA 27360
London 2012: the Olympic Games through the lens of John Huet and David Brunett
American photographers John Huet and David Burnett were commissioned by the International Olympic Committee to cover the London Olympic Games of 2012 and were given considerable artistic and technical freedom. The result is a series of great photos that capture moments in time: images with a story behind them and pictures that contribute to our Olympic heritage. This volume features stunning behind-the-scenes photographs of Olympic athletes preparing for and executing their incredible physical feats.
MA 27359

More than just Games: Canada and the 1936 Olympics
Held in Germany, the 1936 Olympic Games sparked international controversy. Should athletes and nations boycott the Games to protest the Nazi regime? "More than just Games" is the history of Canada's involvement in the 1936 Olympics. It is the story of the Canadian Olympic officials and promoters who were convinced that national unity and pride demanded that Canadian athletes compete in the Olympics without regard for politics. It is the story of those Canadian athletes, mostly young and far more focused on sport than politics, who were eager to make family, friends, and country proud of their efforts on Canada's behalf. And, finally, it is the story of those Canadians who led an unsuccessful campaign to boycott the Olympics and deny Nazi Germany the propaganda coup of serving as an Olympic host. Written by two noted historians of Canadian Jewish history, Richard Menkis and Harold Troper, "More than just Games" brings to life the collision of politics, patriotism, and the passion of sport on the eve of the Second World War.
MA 27355

Comparative study on residents' perceptions of follow-up impacts of the 2008 Olympics
This study examines the perceptions of Chinese residents toward the impacts of the 2008 Olympics on their communities and compares the perceptions and attitudes of Beijing and Qingdao residents. These residents believe that the benefits and interests that they have gained from the event outweigh the costs, and that the intangible benefits outweigh the physical economic interests. The residents are divided into enthusiasts, realists, tolerators, and haters. Several differences are observed between the residents of the two cities. Beijing residents focus on environmental interests, whereas Qingdao residents focus on image. Beijing has a lower percentage of enthusiasts, but has a higher percentage of realists and haters than Qingdao. The implications of this study can be used by researchers and organizers of mega-events.
“Everyone was looking at you smiling”: East London residents' experiences of the 2012 Olympics and its legacy on the social determinants of health

Mega-sporting event regeneration, as a specific approach to urban renewal, uses impending host-city status as a catalyst for revitalisation and has the potential to improve health both through addressing deprivation and by promoting increased sport and physical activity among the host-city's population. This qualitative study explored how hosting of the London 2012 Games impacted upon the way East London residents perceived and experienced the social determinants of health in their local neighbourhood. The authors conducted narrative family interviews, go-along interviews and video focus group workshops with 66 Newham residents, aged 12-55 years, immediately after the Games. A narrative analytic approach examined accounts of health and wellbeing experiences in terms of neighbourhood change and the spectacle of the Games. Participants of this qualitative study generally welcomed the respite and the unexpected chance to live in a cleaner, safer and more unified environment. However, this positivity was underscored by an acute awareness that this was a very temporary situation and one that was intended to support the event rather than residents.

The London Olympics and urban development: the mega-event city
This book provides an in-depth study of the transformation of East London as a result of the 2012 Summer Olympic and Paralympic Games. Government and event organizers use legacies of urban renewal to justify hosting the world's leading sports mega-event, this book examines and evaluates those legacies. “The London Olympics and urban development: the mega-event city” is composed of new research, conducted by academics and policy makers. It combines case study analysis with conceptual insight into the role of sports mega-events in transforming the city. It critically assesses the narrative of legacy as a framework for legitimizing urban changes and examines the use of this framework as a means of evaluating the outcomes achieved. This book is about that process of renewal, with a focus on the period following the 2012 Games and the diverse social, political and cultural implications of London’s use of the narrative of legacy.

Jeux internationaux / International Games

The Jewish Olympics: the history of the Maccabiah Games
"The Jewish Olympics" details the history of the Maccabiah Games, including how they began, how they have grown in popularity, how they have impacted the Jewish community worldwide, and much more. In addition, it highlights the countless special achievements of the athletes over the course of the nineteen games. "The Jewish Olympics" is a detailed and fascinating history that will interest any sports fan, as well as individuals interested in cultural events.

MA 27356

MA 27351
Anti-dopage / Anti-doping

The psychology of doping in sport
This is the first book to draw together cutting-edge research on the psychological processes underlying doping use in sport and exercise, thereby filling an important gap in our understanding of this centrally important issue in contemporary sport. Covering diverse areas of psychology such as social cognition, automatic and controlled processes, moral decision-making, and societal and contextual influence on behaviour, the book also explores methodological considerations surrounding doping assessment in psychological research as well as future directions for evidence-based preventive interventions and anti-doping education.
MA 27333

Discrimination

Racism and the Olympics
“Racism and the Olympics” covers various topics and events in history that portray discrimination within Olympic games, such as the Nazi games of 1936, the black American protest on the victory stand in Mexico City’s Olympics, as well as international political forces that removed South Africa and Rhodesia from the Olympics. Robert G. Weisbord considers the role of international politics and the criteria that should be used to determine nations that are selected to take part in and serve as venues for the Olympic Games.
MA 27335

Éthique / Ethics

Council of Europe convention on the manipulation of sports competitions: CETS n°215 and explanatory report, Magglingen/Macolin (Switzerland) 18.IX.2014
The Council of Europe Convention on the Manipulation of Sports Competitions is the first legally binding international tool to fight match-fixing. Its purpose is to prevent, detect and punish the manipulation of sports competitions, as well as to enhance the exchange of information and national and international co-operation between the public authorities concerned and with sports organisations and sports betting operators.
MA 27344
Infrastructures sportives / Sports infrastructure

Managing sport facilities

“Managing sport facilities” provides future and current sport facility managers with the knowledge they need in order to make the proper decisions in all areas of facility management. This text engages students with extensive real-world examples and information on managing a range of facilities, from smaller health clubs, colleges, and recreational environments to professional sport stadiums.

MA 27341

Jeunesse / Youth

International Olympic Committee consensus statement on youth athletic development

The health, fitness and other advantages of youth sports participation are well recognised. However, there are considerable challenges for all stakeholders involved—especially youth athletes—in trying to maintain inclusive, sustainable and enjoyable participation and success for all levels of individual athletic achievement. In an effort to advance a more unified, evidence-informed approach to youth athlete development, the IOC critically evaluated the current state of science and practice of youth athlete development and presented recommendations for developing healthy, resilient and capable youth athletes, while providing opportunities for all levels of sport participation and success. The IOC further challenges all youth and other sport governing bodies to embrace and implement these recommended guiding principles.

Management

Sports leadership: a reference guide

An authoritative, up-to-date reference guide organized in A to Z fashion covering all the major inter-disciplinary themes related to individual, group and team leadership in sports. Key themes include business, ethical, gender, coaching and athletic leadership. Appropriate for academic, public and high school libraries.

MA 27332

Marketing

Olympic sponsorships, stock prices, and trading activity

Using event study methodology, this paper analyzes the capital market behavior related to shares of companies that sponsored the London 2012 Summer Olympic Games. The authors investigate the existence of abnormal returns and changes in trading volumes on announcement dates for companies at two sponsorship levels—Official Olympic Partners and Official Olympic Supporters. They also test for differential responses between British and non-British firms. The authors find that London 2012 Olympic sponsorships are associated with statistically significant increased share values for Official Partners as well as for British companies. They also observe that British sponsors, as a whole, had significantly higher than average trading volume on announcement dates. Furthermore, trading volumes for British firms were significantly greater than for non-British firms. Finally, they evaluate the possibility of principal-agent conflicts. In contrast to other research, we do not find evidence that agency issues influence the decision to become an Olympic sponsor.
**Article**

Brief analysis of sports marketing strategy adopted by Coca Cola company  
The process of sports marketing is to reincorporate resources of an enterprise and integrate the sports culture embodied in sports activities into products of the enterprise to realize adequate integration of the three aspects of sports culture, brand culture and corporate culture. The author makes selective analysis of the sports marketing strategy of Coca Cola, sponsor of the Olympic Games since the Olympic Games Amsterdam 1928.

**Médias / Media**

Television sports production  
In "Television sports production", Jim Owens walks you through the planning, set-up, directing, announcing, shooting, and editing involved with covering a sports event. Originally written by the producers of the Olympics as a training guide for their staff worldwide, this manual gives you the tools you need to effectively cover sports ranging from soccer, basketball, and baseball to skiing, ice skating, motorcycle racing, and running events. Tips and advice on using mobile units, cameras, audio equipment, and lighting rigs will enable you to produce live or recorded coverage like an expert and capture professional-quality footage on the first take.  
MA 27354

Towards the connected stadium  
Adrian Pennington. SportBusiness Group, 2015, 60 p.  
This report probes the rationale for investing in connected stadia technologies and profiles innovation by pioneering venues. It analyses the true value of the connected stadium by asking how it fits into wider fan engagement strategies, and offers a rounded assessment of how sports organisations and stadium owners at every level can enhance fan engagement by tapping into connected technology.  
MA 27331

**Memorabilia olympique / Olympic memorabilia**

The first special Olympic post office, 1906 intercalated Olympic Games, part 4  
Manfred Bergman. IN: Journal of sports philately, vol. 54, no 1, Fall 2015, pp. 10-17.  
The 1906 Athens “Intercalated Games” were significant in more than one respect. For the first time an official opening and closing ceremony was celebrated, a precursor of an Olympic village was operational and three temporary post offices were at the disposal of participant and visitors.

**Politique / Politics**

From Munich to Boston, and from theater to social media: the evolutionary landscape of world sporting terror  
Modern terrorist attacks are usually characterized by intentionally extreme public displays of massive violence to get wide propagation, courtesy of the media. This article uses large-scale, world sporting events, from the 1972 Munich massacre to the 2013 Boston Marathon bombing to document and analyze how terror acts grew and acclimatized into a reality in which the symbiotic, massive linkage between two gigantic entities-sports and the media-allows terrorism to prosper.
Sciences du sport / *Sport sciences*

**Sports management and sports humanities**

This book focuses on (1) sports management, (2) sports economics and policy, and (3) sports humanities. The fact that sports humanities is a part of the sports management education program means that a person with extensive knowledge - not only business-related comprehension but also acquaintance with art-related fields, such as the humanities and law - will play a central role in sports management in the next generation.

MA 27398
Par pays / By Country

Australie / Australia

Hoop high: a history of Australian Olympic basketball 1956-2000
Adrian Hurley. Paragon Printers, 2015, 2 vol.
Volume one details the individual Games highlights, the cities, the Olympic villages, the team assembly and preparation, as well as the detail of every basketball game played by the Australian team. Biographies of the coaches, managers, and referees for every Australian Olympic team are also included in this volume. Volume Two contains the biographies of the 153 basketball players who played at each Olympic Games from 1956 through to 2000. The biographies are detailed, personal and take the reader from the Olympians beginnings in basketball through to their post basketball playing days.
MA 27348/1-2

Singapour / Singapore

50est stirring stories for the Singapore soul
Think of sports and one thinks of superlatives. Among athletes, there is always the fastest, the strongest, the greatest. Beyond the sporting feats, one celebrates the human spirit captured in terms like the grittiest, the boldest, the toughest. Taking a cue from this and from Singapore’s 50th, “50est” is a collection featuring 50 of Singapore’s sports stories. Whether they highlight stars or relative unknowns, big achievements or simply personal breakthroughs, these are all stirring stories for the Singapore soul.
MA 27339
Par sport / By sport

Athlétisme / Athletics

Track and field: encyclopaedia in questions and answers
The purpose of this book is to introduce the readers into the rich world of athletics, its impressive history and exciting modernity, to acquaint them with peculiarities of athletic disciplines and types of competitions, bright sports events, life stories and achievements of outstanding athletes, whose talents and efforts ensured the popularity of track and field athletics. The peculiarity of this book is a variety of forms in material presentation. It includes a broad and multifaceted series of illustrations, numerous facts and brief descriptions of outstanding athletes' biographies, provides many questions, the answers to which require historical knowledge and analytical skills.
MA 27340

Interested in receiving this newsletter by email? Write to us now at studies.centre@olympic.org

Intéressé à recevoir cette liste de nouveautés par e-mail ? Ecrivez-nous maintenant à studies.centre@olympic.org