Economics of Sport
Bibliography

June 2004
Introduction

I undertook the evaluation of the Economics of Sport section of the International Olympic Committee’s Library with great pleasure and interest.

Economics of Sport cover disciplines such as sports economy, sports management, sports marketing, sponsoring, the impact of the Olympic Games and the status of the athlete. These disciplines are very present today, and are gaining in importance in the area of sport and the Olympic Games.

The target audience for these works is broad: HEC and sports management students, administrators within sporting organisations, researchers, teachers, sponsors, managers, those running sporting infrastructures and those involved in the domain of the sports industry. They all need to perfect their knowledge in these domains, seek to improve their level of expertise, and try to identify sources of information that will enable them to develop their knowledge, then to take action in their strategic and operational activities.

My experience in these fields, as an athlete, then student, international sports federation executive, teacher, and author of articles and works, enabled me to undertake this work, with the objective of facilitating the work and increasing the efficiency of the library’s users.

Furthermore, and for the first time, the works were analysed at length, using the following process:

Each work is listed with the year of edition, language, a content analysis (available on Internet as well as in this published bibliography), and finally an identification of the level of content, based on the three following categories:
A/ for an advanced level of content,
B/ for an intermediate level of content,
C/ for a basic level of content.

These indications take the form of letters A, B or C on the first page of the section’s works on the library shelves. The books that are really dated or obsolete have been put aside, in order to provide a rich, up-to-date collection.

Once this work was over, I was happy to note that the majority of works in the collection are of an advanced level, recent and in either French or English. There are a small number of works in other reference languages (Spanish, Italian and German), which means that the collection enables to take into account other sensibilities and ways of thinking.
New acquisitions, specialised articles and magazines are constantly being added to the collection, making it Switzerland’s reference in this field, not forgetting the Internet links.

We are convinced that, when you read this bibliography, you will be surprised by the resources available in the Economics of Sport section, and you will be able to find more quickly the work corresponding to your needs, your expectations and your level of competence. Your curiosity will also be peaked, and perhaps you will decide to study the recent works relating to new areas.

Please do not hesitate to consult these works, and if appropriate, to provide us with your own comments on their content and quality, with the aim of developing the collection.

I hope you enjoy your read, and look forward, perhaps, to meeting you soon at the library.
To end this introduction, I would like to thank everyone who helped me in this task, and particularly the International Olympic Committee’s librarians, without whom nothing is possible.

With sporting wishes,

Luiggino TORRIGIANI
Luiggino.torrigiani@freesurf.ch
Lausanne, May 2004

In 2003, in order to develop its collection of works on Economics of Sport, and to bring together the best works in this field, the IOC library commissioned an expert in this domain, Mr Luiggino Torrigiani.

Mr Torrigiani is an independent consultant in sports management and marketing. Thanks to his work, we are now able to set up a bibliography listing the reference works belonging to the International Olympic Committee library.
The following information can be found in the bibliographic records:

- **Author**
- **(Series)**
- **Title**
- **ISBN number**
- **Edition (place, date)**
- **Inventory number (cote)**
- **Pagination and illustrations**
- **Classification by theme (CDU)**

The two latter pieces of information can help to locate the books in the Library.

**IOC Library services**

The books mentioned can be consulted in our Library or borrowed from it. However, should you wish to purchase any of the books, we recommend you contact a bookshop directly.

**What are the conditions for borrowing a book directly from the Library?**
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- loans of up to six books for a period of one month

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Library Internet page: http://www.olympic.org/library
On-line catalogue: click on Consult the catalogue
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SPRINTS MANAGEMENT

Describes the management of sports organisations: leadership, management and administration, with the basic concepts. Studies the experience of managing an International Federation and the operational practice of managing a sports organisation. – ISBN 84–8019–459–6
CIO Livres * cote: CIO MA 17432 * classif.: 033

Addadi, Amar. – Méthodes et outils d'amélioration de la gestion technique globale des Jeux méditerranéens / Amar Addadi ; sous la dir. de Jean Loup Chappelet. – [Suisse] : [s.n.], 2003. – 70 p. : fig. ; 30 cm.– Masters in Sports Organisation Management, MEMOS 2003. Sociological framework of sports organisations and management, with a quantitative and qualitative methodology. After an analysis of the International Mediterranean Games Committee over time since its creation, the study proposes management tools to improve the effectiveness of the overall technical management of the Games. A questionnaire reveals how those involved perceive these Games. The proposals cover the candidature and preparation phases (master plan), the holding of the Games and the final report. Annexes.
CIO Livres * cote: CIO MA 19791 * classif.: 033

American sport education program. – Event management for sportdirectors / American Sport Education Program. – Champaign : Human Kinetics, 1996. – XII, 129 p. : ill. ; 28 cm. Practical tools for the planning and management of a sports event aimed at sports leaders. A detailed work focused on operations with its lists of tasks. Well put together and easy to use for those organising their own events. Annexes. – ISBN 0–87322–968–1
CIO Livres * cote: CIO MA 12253 * classif.: 033

Deals mainly with the management of sports organisations. Basic level, somewhat out-of-date. Practical tables. – ISBN 84–86826–71–3
CIO Livres * cote: CIO MA 7872 * classif.: 033

CIO Livres * cote: CIO MA 4297 * classif.: 033

CIO Livres * cote: CIO MA 10159 * classif.: 033
Model for performance management based on a complete analysis of the different French sports federations. High-level university work. Annexes.  
CIO Livres * cote: CIO MA 19617 * classif.: 033

A complete example of how to create a strategic plan for an NOC (National Olympic Committee): in this case, Albania. Of interest to those developing and implementing a strategy within a sports organisation. Annexes.  
CIO Livres * cote: CIO MA 8673/1 * classif.: 033

Report on the support provided by the German army between 1968 and 1971 in preparing for the 1972 Olympic Games in Munich. Extremely interesting and technical report on the role of the German army in the framework of these Games. Annexes.  
CIO Magasins * cote: CIO MA 13311 * classif.: 033

Proceedings of the Asian regional conference on sports leadership and administration. Administration, personnel, infrastructures, role of the NOCs and Olympic Solidarity.  
CIO Livres * cote: CIO MA 3596 * classif.: 033

Bonnet, Francis. – Le management associatif / Francis Bonnet, Olivier Degryse. – Paris ; Bruxelles : De Boeck Université, 1997. – 140 p. : ill. ; 24 cm. – (Management).  
CIO Livres * cote: CIO MA 18786 * classif.: 033

CIO Livres * cote: CIO MA 13311 * classif.: 033

Articles by specialists on the prospects for sport business, sports tourism and sports events. – ISBN 1–8412–6056–8  
CIO Livres * cote: CIO MA 16519 * classif.: 033

© International Olympic Committee – Library
Practical guide to organising tournaments. Combinations and details of the different possibilities: direct elimination, double elimination or round robin. Timetables, calendars, drawing of lots and seeding. A technical and operational work. – ISBN 0–88011–377–4 
CIO Livres * cote: CIO MA 3635 * classif.: 033

The creation of supporter pressure groups in football to defend the interests of the fan vis-à-vis the economic players in professional football. Examples of several British clubs illustrating the application of this: challenges and results achieved. – ISBN 0–7146–8163–6 
CIO Livres * cote: CIO MA 16870 * classif.: 033

A practical work covering the basic details of club sport in France (particularly football clubs) and offering the information needed to run a club. Historical value. – ISBN 2–7025–0148–6 
CIO Magasins * cote: CIO MA 1995 * classif.: 033

CIO Livres * cote: CIO MA 222 * classif.: 033

Looks at human resource management in sport and recreation: the characteristics of volunteers, professionals and clients; differences between sports and behaviour or motivation; organisational and management processes within human resources; plus satisfaction and commitment. A complete reference work which takes an academic and didactic approach to the subject. – ISBN 0–87322–973–8 
CIO Livres * cote: CIO MA 17495 * classif.: 033

CIO Livres * cote: CIO MA 17458 * classif.: 033

Le club sportif au quotidien : mythes, réalités, projet / UNCU, USJSF ; [Jean-Paul Schneider... et al.]. – [Talence] : Maison des sciences de l'Homme d'Aquitaine, 1989. – 207 p. ; 24 cm. – (Maison des sciences de l'Homme d'Aquitaine ; no 128) (Les cahiers de l'Université sportive d'été ; no 4) 
The every-day existence of a sports club: its legal and medical responsibilities, local partners, organisation and resources, internal and external communication, strengths and prospects. This series of publications is of historical interest, as the environment and those involved are changing. – ISBN 2–85892–131–8 
CIO Livres * cote: CIO MA 3205/4 * classif.: 033
Colomé, Gabriel. – Diseño curricular de un master en gestión deportiva / Gabriel Colomé. – Barcelona : Centre d’Estudis Olímpics, 1992. – 1 vol. (non paginé) : ill. ; 30 cm.-.Text on the first page : Convenio de colaboración entre el Centre d'Estudis Olímpics de la Universitat Autonoma de Barcelona y el Consejo Superior de Deportes : resultados 1991. *Presentation of the academic programme for a masters degree in sports management in Barcelona. Collaboration agreement between the Olympic Studies Centre and the Autonomous University of Barcelona.*

Comité international olympique. Solidarité olympique. – Cours pour dirigeants de sports : créé pour le Programme de la Solidarité olympique du Comité international olympique afin d’aider les administrateurs du sport / [trad. en français par Centre national du sport et de la récréation, Canada]. – Lausanne : Comité international olympique, cop. 1986. – Ill. ; 28 cm. –. *French translation of an Olympic Solidarity course for the leaders of National Olympic Committees. Updated since. Historical value. – Revised and renamed as: Manuel d’administration sportive*  

Comité international olympique. Solidarité olympique. – Cours pour dirigeants de sports : créé pour le Programme de la Solidarité olympique du Comité international olympique afin d’aider les administrateurs du sport / [trad. en français par Centre national du sport et de la récréation, Canada]. – Lausanne : Comité international olympique, cop. 1986. – Ill. ; 28 cm. –. *French translation of an Olympic Solidarity course for the leaders of National Olympic Committees. Updated since. Historical value. – Revised and renamed as: Manuel d’administration sportive*

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CIO Livres * cote: CIO MA 18490 * classif.: 033

CIO Magasins * cote: CIO MA 2074 * classif.: 033

CIO Magasins * cote: CIO MA 4067 * classif.: 033

CIO Magasins * cote: CIO MA 2079 * classif.: 033

CIO Magasins * cote: CIO MA 2081 * classif.: 033

CIO Magasins * cote: CIO MA 2087 * classif.: 033
Sports management manual composed of articles by 26 specialists on sports management and the sports industry, and the challenges in the various sectors of these. American-oriented.
CIO Magasins * cote: CIO MA 15232 * classif.: 033

Sports management manual composed of articles by 29 specialists on sports management and the sports industry, and the challenges in the various sectors of these. American-oriented.
Work aimed at those interested in a career in sports management and students. Very didactic style with an attractive layout. – ISBN 0–7360–4243–1
CIO Livres * cote: CIO MA 19655 * classif.: 033

CIO Magasins * cote: CIO MA 12687/1 * classif.: 033

This work identifies the key processes of management and performance management in sports organisations. Detailed and didactic, with numerous internet addresses and exercises. – ISBN 0–324–13155–0
CIO Livres * cote: CIO MA 18473 * classif.: 033

CIO Livres * cote: CIO MA 18134 * classif.: 033

CIO Livres * cote: CIO MA 12116 * classif.: 033

This thesis looks at the role of regional sports organisations in the Europeanisation process of sport. It is based on a questionnaire sent to five countries: Germany, Belgium, the UK, Italy and Poland to provide an overview of the situation in each. Best practice examples from regional sports organisations are highlighted; the implementation efforts in a German region are also studied. An interesting work based on a methodology and questionnaire analysis. Annexes.
CIO Livres * cote: CIO MA 19790 * classif.: 033
CIO Livres * cote: CIO MA 9644 * classif.: 033

CIO Livres * cote: CIO MA 18268 * classif.: 033

CIO Livres * cote: CIO MA 19837 * classif.: 033

CIO Livres * cote: CIO MA 19876 * classif.: 033

CIO Livres * cote: CIO MA 11856 * classif.: 033

CIO Livres * cote: CIO MA 3223 * classif.: 033

CIO Magasins * cote: CIO MA 2082+1 * classif.: 033

Practical manual produced by GAISF on the development of sport within federations, in particular training programmes and practical aspects. A version in English also exists.  


Organisation applied to sport. A manual produced by the Italian Rowing Federation for sports leaders. Takes a concise approach to subjects which are part of the daily work of a sports leader.  


Organisation applied to sport. A manual produced by the Italian Rowing Federation for sports leaders. Takes a concise approach to subjects which are part of the daily work of a sports leader.  


Articles by various researchers from the Second European Congress on Sports Management. A variety of topics are addressed, including sports funding.  


CIO Livres * cote: CIO MA 18280 * classif.: 033

**Farmer,** Peter J. – Sport facility planning and management / Peter J. Farmer, Aaron L. Mulrooney, Rob Ammon Jr. – Morgantown W. Va. : Fitness information technology, cop. 1996. – IX, 333 p. : ill. ; 27 cm. – (Sport management library). Detailed manual on the planning and management of sports infrastructures covering: planning, design and construction, management, marketing, advertising and public relations, and event operations. Real life cases and examples illustrate how theory is applied in practice. A work aimed at sports management students, but also professionals. – ISBN 1–88569–305–2

CIO Livres * cote: CIO MA 12120 * classif.: 033


CIO Livres * cote: CIO MA 14371 * classif.: 033


CIO Livres * cote: CIO MA 19760 * classif.: 033


CIO Livres * cote: CIO MA 18881 * classif.: 033


CIO Livres * cote: CIO MA 15591 * classif.: 033

Detailed IAAF guide to the procedures for staging an international athletics competition. This guide is interesting in terms of the rules laid down and the steps to be followed by the potential organiser. A very good example of events management, a practical and operation guide. Annexes.

CIO Livres * cote: CIO MA 14290+1 * classif.: 033

Gestión del deporte / Francisco Javier Castejón Oliva (coordinador). – Barcelona : Universidad compostense de Madrid, 1998. – 1 classeur (pag. multiple) : ill. ; 32 cm. – Curso de gestión del deporte organizado por el Instituto universitario olímpico de ciencias del deporte. 

Deals with continuing education in sports management, with a CD-ROM and a virtual campus on the internet. The training covers managing a sports organisation, planning sports activities, equipment and marketing and financial marketing in a series of modules. One of these covers the Olympic Movement. This training is intended for sports administrators. Spanish-oriented.

CIO Livres gr.format * cote: CIO MB 860 * classif.: 033


CIO Livres * cote: CIO MA 10351 * classif.: 033


Collection of articles on ethics in sports management from a seminar held at the Swiss Federal Sports School in Magglingen, Switzerland. Varied articles covering different aspects of the subject.

CIO Livres * cote: CIO MA 12866 * classif.: 033


CIO Livres * cote: CIO MA 17741 * classif.: 033


CIO Livres * cote: CIO MA 18270 * classif.: 033
CIO Livres * cote: CIO MA 2002/2 * classif.: 033

CIO Livres * cote: CIO MA 3205/5 * classif.: 033

CIO Livres * cote: CIO MA 11252 * classif.: 033

Iliev, Kosta. – Strategic plan for FIBA Europe : how to face the new actors in the governance of the European basketball / Kosta Iliev ; tutor Denis Musso. – [Suisse] : [s.n.], 2003. – 64 p. ; 32 cm. – Masters in Sports Organisation Management, MEMOS 2003. Example of strategic planning for a continental sports organisation. This dissertation will be of particular interest to basketball leaders, but also anyone looking for an example of strategic planning. Particular focus on the marketing aspects of European basketball and interactions between those involved. Annexes.
CIO Livres * cote: CIO MA 19623 * classif.: 033

CIO Magasins * cote: CIO MA 14273 * classif.: 033

CIO Livres * cote: CIO MA 2096 * classif.: 033

CIO Livres * cote: CIO MA 13018 * classif.: 033


Lee, Dong-Wook. - How to prepare Olympics and its task : (5w1h of Olympics) / Lee Dong Wook ; [editorial supervision Park Sei-Jik]. - [Seoul?] : San Jin Publ., 1989. - 389 p. : ill. ; 27 cm. Description of how to prepare for the OG and the related tasks, written by the Seoul Olympic Organising Committee (SLOOC) President. NB: the Games have evolved considerably since! Annexes


Madar, Michel. – Le management de la performance du Comité Olympique d'Israël / Michel Madar. – [France] : [s.n.], 2002. – 52 p. : ill. ; 24 cm. – This project was dedicated to the Israeli NOC for its 50th anniversary.

This brochure contains large extracts of the project "Managing the performance of the Israeli Olympic Committee" successfully presented in June 2002 as part of the author's Masters in Sports Organisation Management (MEMOS).

CIO Livres * cote: CIO MA 19681 * classif.: 033


This work, both critical and practical, presents a working method for all those in charge of sports services: concepts, methods and tools suited to sports organisations and case studies. French-oriented in certain chapters (sports organisations). Detailed on the management and marketing of sports service organisations. Excellent work for French speakers. – ISBN 2–13–048293–7

CIO Livres * cote: CIO MA 12174 * classif.: 033


Resolution of sports event management problems, sports marketing and funding, sports organisation strategy. Useful teaching aid with proposed corrections. Annexes. – ISBN 2–7081–2330–0

CIO Livres * cote: CIO MA 15123 * classif.: 033


CIO Livres * cote: CIO MA 19415 * classif.: 033


CIO Livres * cote: CIO MA 11116 * classif.: 033


Teaching manual covering the basics of sports management, in particular accounting, finance, law, communication, management and marketing. – ISBN 0–8016–3812–7

CIO Livres * cote: CIO MA 4691 * classif.: 033


CIO Livres * cote: CIO MA 2086 * classif.: 033


CIO Livres * cote: CIO MA 14651 * classif.: 033
CIO Livres * cote: CIO MA 19871 * classif.: 033

Municipal sports planning and management (public service): objectives of municipal sport, political and legal aspects, directions and management, development programmes, sports activities, sports facilities and staff management. Spanish-oriented, detailed on the subject with numerous operational examples. – ISBN 84–7947–119–0
CIO Livres * cote: CIO MA 7699 * classif.: 033

The first part describes the international sports institutions, the Olympic Movement and intergovernmental institutions. The second part looks at sports institutions in France and the state structures. In the European context, the national systems in Germany, Spain, the UK and Italy are analysed. Annexes. – ISBN 2–13–045163–2
CIO Livres * cote: CIO MA 7699+1 * classif.: 033

CIO Livres * cote: CIO MA 16615 * classif.: 033

CIO Livres * cote: CIO MA 13831 * classif.: 03

Techniques for achieving performance in companies based on methods used for sports performance. Conceptual framework, psychological aspects, strategies, environment and systems for success. Interesting combination of two authors, one from the world of sports performance, the other from the world of results-oriented industry. – ISBN 2–7081–1189–2
CIO Livres * cote: CIO MA 9468 * classif.: 033

Discussion on the organisation and governance of sport in Australia, Brazil, Canada, China, Cuba, France, Germany, Hungary, India, Italy, Japan, Norway, Spain, the UK and the USA. Series of articles by different authors. Overview and comparisons of different national sports policies. – ISBN 0–313–28481–4
CIO Livres * cote: CIO MA 11470 * classif.: 033
CIO Livres * cote: CIO MA 13270 * classif.: 033

CIO Livres * cote: CIO MA 19575 * classif.: 033

Collection of presentations from the seminar on organisational techniques for sports events staged by the International Athletics Foundation. Short articles containing speeches and accounts covering the various areas of organisation by athletics specialists.  
CIO Livres * cote: CIO MA 16926 * classif.: 033

Organisational techniques of top level, one day athletics events : International seminar organised by the International Athletics Foundation : Funchal, Madeira, Portugal, 16-17 October 1999. – Monaco : International Athletic Foundation, 2001. – 95 p. : ill. ; 21 cm.  
Covers the organisation of one-day athletics meetings. Speeches and accounts by specialists in brief articles.  
CIO Livres * cote: CIO MA 16925 * classif.: 033

CIO Livres * cote: CIO MA 8260 * classif.: 033

Strategic management concepts applied to non-profit organisations. Analysis of the world of non-profit organisations, competition and coordination within the industry, human resources management, boards of administration, products, prices, funding, management and change management processes. Numerous examples and case studies. – ISBN 0–19–508503–5  
CIO Livres * cote: CIO MA 13575 * classif.: 033

CIO Livres * cote: CIO MA 19648 * classif.: 033

CIO Livres * cote: CIO MA 16916 * classif.: 033

Case studies from the Azur group, MAIF, GAN, French Post and the Caisse d'Épargne. Developing institutional communication policies, company sociology and market positioning. French- and sociology-oriented. Annexes

*CIO Livres* *cote*: CIO MA 16296/1 *classif.:* 033

**Piéron**, Maurice. – *Gestion et organisation du sport en Belgique* / Maurice Piéron, Paul De Knop. – Bruxelles : Fondation Roi Baudouin, 2000. – 120 p. ; 30 cm. – (Société & sport ; 7)


*CIO Livres* *cote*: CIO MA 17737/7 *classif.:* 033


The "world class manager", or how to achieve results in a constantly changing world (change management). – ISBN 81–7446–087–X

*CIO Livres* *cote*: CIO MA 16685 *classif.:* 033


This manual offers a global vision of the field, covering the interdisciplinary bases: sports management, sports law, sports marketing, finance, ethics, etc. Aimed at sports movement leaders and future managers. – ISBN 0–8342–1021–5

*CIO Livres* *cote*: CIO MA 15618 *classif.:* 033


Compilation of the presentations given by specialists at a German congress on the financial aspects of sports management. More than 23 contributions on the subject illustrating the professionalisation of sports management. – ISBN 3–89124–444–4

*CIO Livres* *cote*: CIO MA 15963 *classif.:* 033


Symposium on the professionalisation of sports club management organised by the Panathlon Club of Lausanne, Switzerland. Collection of presentations by six speakers (Georges-André Carrel, Alfred Bezzola, Fernando Riba, Goran Takac, Joseph Blatter and Gilbert Schwaar) on sponsorship, managing a Swiss football club and FC Barcelona, sports marketing, the economic importance of football and the Court of Arbitration for Sport.

*CIO Livres* *cote*: CIO MA 8666 *classif.:* 033


*Looks at the economic and sociological aspects of the professionalisation of sports organisations, in particular: the professionalisation of employment, trends in France and Germany, the search for excellence through professionalisation, resistance to professionalisation, the different forms of it and its effects. A collection of articles by international academic experts who cover the subject issues well.* – ISBN 2–7475–0419–0

*CIO Livres* *cote*: CIO MA 17040 *classif.:* 033

A selection of profiles of sports industry professionals with the professional careers, the positions they hold and their responsibilities by profession and function. Also explains how to find a job in the sports industry. – ISBN 0–8342–1796–1

CIO Livres * cote: CIO MA 16736 * classif.: 033


This work looks at how sports federations in France operate, and their management. It covers strategy and marketing, structures, decision-making, values and power within the federations. French-oriented. Work of great historical value (one of the first on French sports management), aimed at researchers and leaders. – ISBN 2–13–042310–8

CIO Livres * cote: CIO MA 1429 * classif.: 033


CIO Livres * cote: CIO MA 16940 * classif.: 033


Reference manual on leisure sports management. How to initiate, develop and manage leisure sports programmes in different environments: fundamentals of sports management, practical information, management systems, principles and applications. Well-illustrated informative work offering examples and practical information as well as a solid conceptual and theoretical basis. Annexes. – ISBN 0–87322–808–1

CIO Livres * cote: CIO MA 12478 * classif.: 033

Relazioni e bilancio al 31 dicembre ... / Istituto per il credito sportivo. – Roma : Istituto per il credito sportivo. – 27 cm

CIO Magasins * cote: CIO MA 2379/1986 * classif.: 033


Simple and brief description of the structure and organisation of sport in the Council of Europe-member countries. Provides an understanding of the essential specific characteristics of each country in terms of structures. Annexes. – ISBN 90–803941–2–2

CIO Livres * cote: CIO MA 13330 * classif.: 033


Overview of research in the fields of sports management and strategic management, leadership, club and sports organisation management, marketing and the sports industry and information technology in sports management. Short articles by academic specialists. Annexes. – ISBN 3–7780–6491–6

CIO Livres * cote: CIO MA 16451 * classif.: 033
*An informative practical work on risk management in sport, with its problems and strategies: legal, medical and other aspects. Also covers the problems of human resources and operational management. American-oriented, with concrete examples. – ISBN 0–89089–666–6
CIO Livres * cote: CIO MA 16683 * classif.: 033

CIO Livres * cote: CIO MA 18782 * classif.: 033

*This guide looks at the tendering process, contracts, subcontracting, quality and marketing within the area of managing sport and leisure facilities. Annexes. – ISBN 0–419–17350–1
CIO Livres * cote: CIO MA 17227 * classif.: 033

CIO Livres * cote: CIO MA 10943 * classif.: 033

CIO Magasins * cote: CIO MA 2077 * classif.: 033

CIO Livres * cote: CIO MA 19739 * classif.: 033

*Translate from: Everyone's a coach.
*This book is written by two authors, one experienced in American football coaching, the other in business consulting. They offer us their plan for successfully forming a winning team based on the "COACH" concept, which consists of "conviction, optimisation, adaptability, consistency and honesty". – ISBN 2–89225–278–4
CIO Livres * cote: CIO MA 11433 * classif.: 033
CIO Livres * cote: CIO MA 13269 * classif.: 033

CIO Livres * cote: CIO MA 16740 * classif.: 033

CIO Livres * cote: CIO MA 18385 * classif.: 033

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CIO Livres * cote: CIO MA 12565 * classif.: 033

Articles by specialists on different topics of sports management. Also exists in French. – ISBN 92–914901–0–5
CIO Livres * cote: CIO MA 11133 * classif.: 033

CIO Livres * cote: CIO MA 10344 * classif.: 033

CIO Livres gr.format * cote: CIO MB 645 * classif.: 033

Also exists in French as: Les structures du sport en Europe. Describes the sporting structures in each country illustrating the specific nature of each. Interesting for studies on national sports structures and a comparative study; basic level. Annexes.
CIO Livres * cote: CIO MA 8522 * classif.: 033

CIO Livres * cote: CIO MA 13671 * classif.: 033

English version entitled: Sports structures in Europe. Describes the sporting structures in each country illustrating the specific nature of each. Interesting for studies on national sports structures and a comparative study; basic level. Annexes.
CIO Magasins * cote: CIO MA 8521 * classif.: 033
Sports management guide for the sports industry. New expanded edition for sports management students. Arranged by theme, the work features articles by subject experts: human resources, risk management, time management, marketing and promotion, financial management, infrastructure and technology. The articles are brief and address operational issues.
CIO Livres * cote: CIO MA 16775 * classif.: 033

Manual prepared by Olympic Solidarity covering the problems of sports organisations and management. Historical value. Also exists in English.
CIO Magasins * cote: CIO MA 1996+1 * classif.: 033

Manual prepared by Olympic Solidarity covering the problems of sports organisations and management. Historical value.
CIO Magasins * cote: CIO MA 1997+1 * classif.: 033

Compilation of the typed speeches at the international symposium on sports organisation and management. Historical value with regard to the development of the Olympic Movement in 1974.
CIO Magasins * cote: CIO MA 2140 * classif.: 033


CIO Livres * cote: CIO MA 12169/4 * classif.: 033

This work explains the mechanism of management in four phases: planning, organisation, activation and supervision. A basic work on management recommended by JLC. – ISBN 2–13–053236–5
CIO Livres * cote: CIO MA 18912 * classif.: 033


CIO Livres * cote: CIO MA 11677 * classif.: 033


Basic manual on planning and running a sports event: an illustrated introduction. – ISBN 0–947850–05–8

CIO Livres * cote: CIO MA 2000 * classif.: 033


CIO Livres * cote: CIO MA 19472 * classif.: 033


CIO Livres * cote: CIO MA 19465 * classif.: 033


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Collection of articles and presentations from the Municipal Sports Days: Spanish software for municipal sport. Improving sports policy at local level; regional sport in Andalusia. Annexes. – ISBN 84–86826–69–1

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CIO Livres * cote: CIO MA 19213 * classif.: 033
CIO Livres * cote: CIO MA 18953 * classif.: 033

CIO Livres * cote: CIO MA 18548 * classif.: 033

Volunteer management for organisations / Volunteer involvement program. – Canberra : Australian sports commission, cop. 1994. – 8 p. ; ill. ; 25 cm.
CIO Livres * cote: CIO MA 9901 * classif.: 033

Vuolle, Pauli. – A survey of the cooperation with developing countries by international sports organizations / Pauli Vuolle, Kari Puronaho. – Jyvaskyla : [s.n.], 1985. – 49 p. ; 21 cm. – (Reports of physical culture and health ; 49).
Questionnaire on International Federation cooperation with developing countries. Survey conducted in 1985; of historical interest. – ISBN 951–7900–60–0
CIO Magasins * cote: CIO MA 1999 * classif.: 033

CIO Livres * cote: CIO MA 14071 * classif.: 033

CIO Livres * cote: CIO MA 19392 * classif.: 033

CIO Livres * cote: CIO MA 19737 * classif.: 033

Account of the author’s experiences in the world of American football. Creating a team, leadership, commitment, passion, using skills, delegating, confidence and respect. An easy-to-read work presenting the basic principles of teamwork and team spirit, illustrated with examples and experiences. – ISBN 0–7852–7584–3
CIO Livres * cote: CIO MA 12573 * classif.: 033

CIO Livres * cote: CIO MA 2085 * classif.: 033


Extensive work giving an overview and synthesis of sports organisation structure worldwide. Dated, but of historical value. Of interest to historians.

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Looks at sports funding, management and markets. – ISBN 2–13–052857–0
CIO Livres * cote: CIO MA 18060 * classif.: 033.0

CIO Livres * cote: CIO MA 13971 * classif.: 033.0

CIO Livres * cote: CIO MA 19803 * classif.: 033.0

The economist author of this work offers a rigorous, structured and accessible overview of theoretical and empirical knowledge. The sports market, sports equipment and the public economy, comparative salaries in professional sport, the sports press and television market and the economic impact of sport. French-oriented. – ISBN 2–13–049459–5
CIO Livres * cote: CIO MA 16993 * classif.: 033.0

CIO Livres * cote: CIO MA 19663 * classif.: 033.0

CIO Livres * cote: CIO MA 17125 * classif.: 033.0

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CIO Livres * cote: CIO MA 19659 * classif.: 033.0

Cazorla Prieto, Luis María. – Impuesto sobre actividades económicas y deporte / Luis María Cazorla Prieto. – Pamplona: Aranzadi, 1996. – 249 p.; 21 cm. – (Colección monografías Aranzadi; 11).

CIO Livres * cote: CIO MA 11852 * classif.: 033.0

CIO Livres * cote: CIO MA 2095 * classif.: 033.0

DeSerpa, Allan C. – The economics of the Olympic Games: an application of the economic theory of clubs / Allan C. DeSerpa, Stephen K. Happel. – Tempe Ariz.: Arizona State University, [ca. 1977]. – 35 cm.: ill.; 28 cm. – (Faculty working papers). – Multigr
CIO Livres * cote: CIO MA 10313 * classif.: 033.0

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CIO Livres * cote: CIO MA 19362 * classif.: 033.0

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Work published with financial assistance from the Law and Economics Faculty of the University of Limoges. – ISBN 2–247–01688–X
CIO Livres * cote: CIO MA 9537 * classif.: 033.0

CIO Livres * cote: CIO MA 19087 * classif.: 033.0

CIO Livres * cote: CIO MA 16029 * classif.: 033.0

CIO Livres * cote: CIO MA 1460 * classif.: 033.0

CIO Livres * cote: CIO MA 14243 * classif.: 033.0

Gudet, Olivier. – Les sources de financement dans le budget des Jeux olympiques / Olivier Gudet. – [S.l.]: [s.n.], 1989. – 57 f.: ill.; 30 cm. – Multigr. – La p. de titre porte : Université de Neuchâtel, groupe de gestion d’entreprise
CIO Livres * cote: CIO MA 2094 * classif.: 033.0

Halba, Bénédicte. – Bénévolat et volontariat dans la vie économique, sociale et politique / Bénédicte Halba, Michel Le Net. – Paris : La Documentation française, 1997. – 204 p.: ill.; 24 cm. – (Notes et études documentaires ; no 5055).
Work looking at the sociology of volunteering, volunteerism and the economy, volunteerism and the public authorities. No information on volunteering in sport.
CIO Livres * cote: CIO MA 18824 * classif.: 033.0

Although concise, this work provides an excellent approach to sports economics, enabling the reader to understand its spheres of action and essential aspects. Four chapters: the sports consumer, the supply side of sport, the economic impact of sport and the funding attracted by sport. – ISBN 2–7178–3287–7 (invalide)
CIO Livres * cote: CIO MA 12049 * classif.: 033.0
CIO Livres * cote: CIO MA 14689 * classif.: 033.0

CIO Livres * cote: CIO MA 11162 * classif.: 033.0

CIO Livres * cote: CIO MA 14007 * classif.: 033.0

CIO Livres * cote: CIO MA 18540 * classif.: 033.0

Detailed and didactic work on techniques and strategies for obtaining funding for sport, citing case studies and examples. Public sector resources, internal and external resources. American-oriented. – ISBN 1–88569–300–1
CIO Livres * cote: CIO MA 11300 * classif.: 033.0

CIO Livres * cote: CIO MA 19239 * classif.: 033.0

Internationales Volleyballseminar (1 ; 1985 ; Bayreuth). – [Erstes Volleyballseminar]. – Bayreuth : Lehrstuhl für Sportwissenschaft-Universität Bayreuth, 1985. – 48, 3 f. ; 30 cm. – (Bayreuther Sportbrief ; 2). – Multigr. – Contents include: Sport und Wirtschaft de W.F. Habbel; Sport for all de K. Gieseler
CIO Magasins * cote: CIO MA 2452 * classif.: 033.0

CIO Livres * cote: CIO MA 15060+1 * classif.: 033.0

CIO Livres * cote: CIO MA 9176+2 * classif.: 033.0

CIO Livres * cote: CIO MA 8104 * classif.: 033.0


CIO Livres * cote: CIO MA 18366 * classif.: 033.0

Li, Ming. – Economics of sport / Ming Li, Susan Hofacre, Dan Mahony. – Morgantown W. Va. : Fitness Information Technology, cop. 2001. – XIII, 242 p. : ill. ; 28 cm. – (Sport management library).

Didactic reference manual for students covering the whole field of sports economics: concepts and analysis, sports industry, the economic motivation of sports organisations, demand, prices, market economies and impact. North American and international orientation. – ISBN 1–88569–327–3

CIO Livres * cote: CIO MA 17465 * classif.: 033.0


CIO Livres * cote: CIO MA 17993 * classif.: 033.0


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CIO Livres * cote: CIO MA 16506 * classif.: 033.0


CIO Livres * cote: CIO MA 2092 * classif.: 033.0
CIO Livres * cote: CIO MA 2080 * classif.: 033.0

Plus vite, plus haut, plus fort... : une approche économique du sport. – Paris : La Documentation française, 1999. – 32 p. : ill. ; 27 cm. – (Problèmes économiques ; 2619)
CIO Livres * cote: CIO MA 15139 * classif.: 033.0

CIO Livres * cote: CIO MA 2088 * classif.: 033.0

CIO Livres * cote: CIO MA 13484 * classif.: 033.0

CIO Livres * cote: CIO MA 12224 * classif.: 033.0

CIO Livres * cote: CIO MA 16090 * classif.: 033.0

CIO Livres * cote: CIO MA 2101 * classif.: 033.0

CIO Livres * cote: CIO MA 14035 * classif.: 033.0

CIO Livres * cote: CIO MA 18434 * classif.: 033.0

CIO Livres * cote: CIO MA 15376 * classif.: 033.0


SOCIAL STATUS OF THE ATHLETE

This book takes the opposite view of the trend towards more professionalisation and commercialisation in sport, arguing in favour of amateur sport and amateurism in sport. Amateurism as an ideology, but also as a system of values and efficiency. The work looks back nostalgically at the British system of the past. A very useful work providing food for thought in the trend towards sport as a business. – ISBN 0–7146–4969–4 (cloth). ISBN 0–7146–8030–3 (paper)
CIO Livres * cote: CIO MA 17383 * classif.: 033.1

Basauli Herrero, Emilio. – La inclusion de los deportistas profesionales en el regimen de la seguridad social, su integracion en los convenios colectivos deportivos, y las medidas de protección asistencial y social complementarias / Emilio Basauli Herrero ; dir. por D. Francisco Pérez Amorós. – [Barcelona] : [s.n.], 2000. – 447, 269 p. ; 30 cm. – Tesis doctoral, Universidad Autonoma de Barcelona, Facultad de derecho, departamento de Dº publico y ciencias historico-juridicas
CIO Livres * cote: CIO MA 19359 * classif.: 033.1

A pioneering work in France at the time, but since 1989 the situation has evolved. The work describes the organisation of French sport, the resources of professional French athletes and tax regimes. – ISBN 2–7178–1707–7
CIO Livres * cote: CIO MA 1456 * classif.: 033.1

CIO Livres * cote: CIO MA 15804 * classif.: 033.1

This work is the fruit of a symposium held in Dijon under the auspices of the sports law laboratory of the University of Burgundy in November 2002. – The text on the cover page is: Ouvrage publié avec le concours du Conseil régional de Bourgogne. – ISBN 2–13–053525–9
CIO Livres * cote: CIO MA 19626 * classif.: 033.1

This work looks at the tax system applied to athlete earnings in France. The practical and concrete presentation of the document enables those concerned to identify their options and obligations with regard to tax. Well-produced work; French-oriented. Annexes. – ISBN 2–86580–090–3
CIO Livres * cote: CIO MA 12085 * classif.: 033.1

This dissertation sets out to show the mechanisms and influences of single-policy capitalism on the motivation and behaviour of high-level professional athletes, and the resulting negative effects. – ISBN 0–315–90384–8
CIO Livres * cote: CIO MA 17089 * classif.: 033.1
CIO Livres * cote: CIO MA 8102 * classif.: 033.1

CIO Livres * cote: CIO MA 5928 * classif.: 033.1

CIO Magasins * cote: CIO MA 12697/1 * classif.: 033.1

International athletes' forum: addressing three of today's issues: 19 - 20 October 2002, Olympic Museum Lausanne, Switzerland = Forum international des athlètes: trois sujets actuels de réflexion: 19 - 20 octobre 2002, Musée Olympique Lausanne, Suisse. – Lausanne: Comité International Olympique, 2002. – 71 + 69 p.: ill.; 30 cm. – Head-to-tail French-English edition. Texts by the speakers at the "International Athletes' Forum" organised by the IOC on three topics: the fight against doping, self-marketing by athletes and athlete integration within the Olympic Movement. The main interest of this work lies in the fact that the speakers are the decision-makers within the Olympic Movement. Short articles on key issues.
CIO Livres * cote: CIO MA 18843 * classif.: 033.1

CIO Livres * cote: CIO MA 16918 * classif.: 033.1

CIO Livres * cote: CIO MA 12689 * classif.: 033.1

Collection of articles from the two symposiums organised by the University of Lausanne. Concerns only the Swiss legal framework. Detailed look at social insurance for athletes in Switzerland.

CIO Livres * cote: CIO MA 5112+3 * classif.: 033.1


A series of case studies on sports stars, including Maradona, Jordan, Williams, Beckham and Hingis. The academic contributors look at the cultural, political, economic and technological influences on these sports stars who, through their individuality, shape our image of sport. Sociological orientation and socio-political representations through sports stars. Original work on the phenomenon of creating stars, excessive media exposure and intrusion into the private life of athletes. – ISBN 0-415-22118-8

CIO Livres * cote: CIO MA 18019 * classif.: 033.1


Facsimile of a Masters dissertation on the post-retirement transition of American athletes. Using a questionnaire and the answers to this, the author provides a statistical analysis. American-oriented.

CIO Livres * cote: CIO MA 16648 * classif.: 033.1


CIO Livres * cote: CIO MA 19336 * classif.: 033.1
IMPACT OF THE OG

Adami, Sylvain. – Les Jeux Olympiques d'hiver : géographie des enjeux / mémoire présenté par Sylvain Adami ; sous la dir. de Jean Praicheux. – Besançon : [s.n.], 1997. – 106 p. : ill. ; 30 cm. –
In-depth dissertation on methodology and new techniques in human and social sciences, Human Geography Laboratory, Besançon, 1997. Looks at the geography of the determining factors of the Olympic Winter Games. Interesting historical and statistical information on the different editions of the Winter Games, particularly with regard to participation and results. Annexes.

The Olympic Games, four years later: study conducted at the University of Barcelona, Faculty of Psychology, Department of Behavioural Sciences Methodology (Universitat de Barcelona, Facultat de Psicologia, Dpt. Metodologia Ciencies del Comportament)


Booklet presenting the main elements of the economic impact of the 1992 Olympic Games in Barcelona.


Breton, Claudine. – The Olympic challenge : can Montreal respond a second time to this mega tourism event after its 1976 host experience ? / by Claudine Breton. – [S.l.] : University of Surrey, 1997. – IV, 70 p. : ill. ; 28 cm. – A dissertation submitted in part-fulfilment of the requirements for the award of the Degree of MSc in tourism management, University of Surrey, 1997


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The work examines what leads a city to want to organise the OG (political and economic factors) and the economic and political impact of the Games, particularly in terms of economic development. Study based on Los Angeles 1984, Atlanta 1996 and Salt Lake City 2002.
CIO Livres * cote: CIO MA 18417 * classif.: 033.2

CIO Livres * cote: CIO MA 13425 * classif.: 033.2

CIO Livres * cote: CIO MA 12459 * classif.: 033.2

CIO Livres * cote: CIO MA 19493 * classif.: 033.2

CIO Livres * cote: CIO MA 19493 * classif.: 033.2

CIO Livres * cote: CIO MA 19493 * classif.: 033.2

What framework do you use to evaluate the economic impact of mega sports events? How do you interpret results? This collection offers answers to these questions of fundamental importance to those funding such events. Articles by specialists. Excellent basis on the subject with bibliographies for each subject. – ISBN 2–940241–05–8
CIO Livres * cote: CIO MA 15388 * classif.: 033.2

CIO Livres * cote: CIO MA 19493 * classif.: 033.2

CIO Livres * cote: CIO MA 15125/1 * classif.: 033.2

CIO Livres * cote: CIO MA 14516+2 * classif.: 033.2

**Forum** on the impacts of the Olympics : proceedings of a conference / organised by Mosman Council and the Centre for Olympic Studies, University of New South Wales ; ed. by Richard Cashman and Anthony Hughes. – Sydney : University of New South Wales, 1998. – 50 p. : ill. ; 29 cm.

Brochure containing the texts of the expert speakers at the Forum on the impacts of the Olympic Games. The subjects covered are: community involvement and volunteerism, the environment, social impact, economic and tourism impact. Australian-oriented. – 733404642

CIO Livres * cote: CIO MA 15009 * classif.: 033.2


A thesis submitted in fulfilment of the requirements for the award of the degree Honours Master of Science from University of Wollongong. – Th. science, Wollongong, 1998

CIO Livres * cote: CIO MA 17238 * classif.: 033.2


CIO Livres * cote: CIO MA 12897 * classif.: 033.2


CIO Livres * cote: CIO MA 19493 * classif.: 033.2


CIO Livres * cote: CIO MA 19493 * classif.: 033.2


CIO Livres * cote: CIO MA 11906 * classif.: 033.2


CIO Livres * cote: CIO MA 3622 * classif.: 033.2


CIO Livres * cote: CIO MA 18633 * classif.: 033.2

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*Doctoral thesis on the post-Olympic sociocultural impacts on the residents of Seoul from a tourism perspective. The thesis is based on a questionnaire which looks at the different dimensions of the issue. A technical work comparing different analytical models. Annexes. CIO Livres * cote: CIO MA 15050 * classif.: 033.2


*Symposium organised by the Centre for Olympic and Sports Studies in Barcelona on the experience of four editions of the OG and the interaction between communication and culture: Barcelona 92, sports policy and planning, Olympic marks and television coverage. CIO Livres * cote: CIO MA 14726 * classif.: 033.2

Els jocs olímpics a la Barcelona del 92. – Belatterra Barcelona : Universitat Autònoma de Barcelona, 1992. – 179 p. ; 23 cm. – (Papers ; 1992, 38) CIO Livres * cote: CIO MA 8468/38 * classif.: 033.2

Jones, Huw G. – The economic impact and importance of sport : a European study / Huw G. Jones ; Council of Europe, Committee for the development of sport. – Strasbourg : Council of Europe, 1989. – V, 68 p. : ill. ; 21 cm CIO Livres * cote: CIO MA 17724 * classif.: 033.2


Korea Development Institute. – Impact of the Seoul Olympic Games on national development / Korea Development Institute ; Jong-gie Kim... [et al.] . – [S.l.] : Korea Development Institute, 1989. – VII, 102 p. ; 23 cm CIO Livres * cote: CIO MA 1524 * classif.: 033.2


Looks at sociopolitical influences on the OG. Compares the results of American and Russian athletes. A study of the cold war era and the propaganda of the political regimes.

CIO Livres * cote: CIO MA 15737 * classif.: 033.2


CIO Livres * cote: CIO MA 19515 * classif.: 033.2


Dissertation on the funding of the 2000 Games in Berlin. Detailed forecasts of financial revenue in the event of staging these Games.

CIO Livres * cote: CIO MA 14606 * classif.: 033.2


CIO Livres * cote: CIO MA 19493 * classif.: 033.2


CIO Livres * cote: CIO MA 18336 * classif.: 033.2


CIO Livres gr.format * cote: CIO MB 844 * classif.: 033.2


CIO Livres * cote: CIO MA 8024 * classif.: 033.2


Impact of the OG on local communities, planning the Sydney 2000 OG in Australia, the spirit of enterprise in the planning of sports events in Australia, determining the institutional legacy of the OG in Sydney, theoretical framework using questionnaires and interviews. Concise work presenting the main conclusions from the questions asked. Annexes. – ISBN 0–7334–1834–1

CIO Livres * cote: CIO MA 17509 * classif.: 033.2
The planning and evaluation of Hallmark events / ed. by Geoffrey J. Syme [et al.]. – Reprint. – Aldershot ; Brookfield [etc.] : Ashgate, 1998. – X, 288 p. ; 22 cm. Collection of articles and presentations from the conference. Analysis, definition, methodology and evaluation of major tourist events (hallmark events). Aspects and case studies. Australian-oriented, but the diversity of the authors and the cases cited make this an interesting albeit dated work. The third part analyses the impact of events (America’s Cup, Formula 1) in terms of politics, economics, town planning and psychology. – ISBN 0–566–05763–8

CIO Livres * cote: CIO MA 13570 * classif.: 033.2

Polycarpe, Cyril. – Les jeux olympiques : de la compétition sportive aux champs de revendications économiques, politiques et sociales. De 1936 à 2000 / Polycarpe Cyril ; sous la dir. de Bouneau Christophe. – Bordeaux : [s.n.], 2002. – 352 p. ; 30 cm + annexe. – History Masters thesis.

CIO Livres * cote: CIO MA 18683 * classif.: 033.2


CIO Livres * cote: CIO MA 15566+1 * classif.: 033.2


CIO Livres * cote: CIO MA 14485 * classif.: 033.2


CIO Livres * cote: CIO MA 13387 * classif.: 033.2


CIO Livres * cote: CIO MA 12225 * classif.: 033.2


CIO Livres * cote: CIO MA 12226 * classif.: 033.2


CIO Livres * cote: CIO MA 19493 * classif.: 033.2


CIO Livres * cote: CIO MA 8130 * classif.: 033.2
Staging the Olympics: the event and its impact / ed. by Richard Cashman and Anthony Hughes. – Sydney: University of New South Wales, 1999. – XI, 226 p. : ill. ; 23 cm. This work looks at the problems inherent to staging the 2000 Olympic Games in Sydney. Written by experts, it is divided into chapters covering the candidature, costs and income from the Olympic Games for the host city, the environment, town planning, drugs, the media and the Paralympics. The book examines the progress of work, as it was written before the Games took place. It generates discussion among specialists about the process of putting the Games in place. It is nonetheless more academically-oriented and does not go into operational details. – ISBN 0-86840-729-1

CIO Livres * cote: CIO MA 15293 * classif.: 033.2


CIO Livres * cote: CIO MA 13177 * classif.: 033.2


CIO Livres * cote: CIO MA 13885 * classif.: 033.2

Stritt, Marc-Alain. – L'impact économique des Jeux olympiques, Sion 2006, Switzerland candidate / étude réalisée par Marc-Alain Stritt, Françoise Voillat ; sous la dir. [de] Claude Jeanrenaud ; [avec la collab. de l'Institut de recherches économiques et régionales, Université de Neuchâtel]. – Neuchâtel: Ed. CIES, cop. 1998 ([Neuchâtel]: [Impr. centrale]). – 89 p. : ill. ; 23 cm. – (Publications CIES). Looks at the economic impact of the candidature and holding the Winter Games in Sion in 2006. The work analyses the know-how of Valais-based firms, the type of different work to be done and the short- as well as long-term economic consequences. Also analyses the effect of the OG on the image of the region. The work offers an interesting evaluation method, with a detailed implementation. An interesting brochure with a strong economic slant. Annexes. – ISBN 2-940241-01-5

CIO Livres * cote: CIO MA 13464 * classif.: 033.2


CIO Livres * cote: CIO MA 10726+1 * classif.: 033.2

Dissertation for the Swiss School of Tourism. A useful description of and introduction to the IOC, the OG and the Sion 2002 candidature. Short summaries conclude each chapter.

CIO Livres * cote: CIO MA 14884 * classif.: 033.2
MARKETING, SPONSORSHIP

CIO Livres * cote: CIO MA 19645 * classif.: 038

CIO Livres * cote: CIO MA 19581 * classif.: 038

Commemorative brochure from Adidas. Of historical interest. Not marketing-oriented, but illustrative (rich in iconography).
CIO Livres * cote: CIO MA 13643 * classif.: 038

Contains sections on the OG. Look in the index under Olympic Games. – ISBN 0–88730–672–1
CIO Livres * cote: CIO MA 19888 * classif.: 038

Basic work of historical interest. – ISBN 88–17–24010–9
CIO Livres * cote: CIO MA 2392 * classif.: 038

CIO Livres * cote: CIO MA 19688 * classif.: 038

Sponsorship, merchandising and athlete sponsorship: how does sponsorship work?
Sponsorship contracts, rights and obligations, merchandising, tax issues, athlete sponsorship.
Highly technical and specialised work covering the contractual aspects of sponsorship with concrete examples, aimed at professionals. British-oriented. – ISBN 0–421–61650–4
CIO Livres * cote: CIO MA 15584 * classif.: 038

CIO Livres * cote: CIO MA 18846 * classif.: 038

Manual rich in advice and ideas on how to develop a judo-related brand or business with a limited budget. Original and easy to read. Work plan and annexes. – ISBN 0–273–66316–X
CIO Livres * cote: CIO MA 18784 * classif.: 038
CIO Livres * cote: CIO MA 15913 * classif.: 038

Bazzanella, Filippo. – Developing sport events brand equity : the Marcialonga case / by Filippo Bazzanella ; supervised by Alain Ferrand. – [Suisse] : [s.n.], 2003. – 145 p : ill. ; 30 cm. – Master exécutif en management des organisations sportives, MEMOS 2002. A very detailed analysis based on surveys and questionnaires to establish the value of brands and how to manage them, as illustrated by the "Marcialonga", a cross-country ski race. Excellent application of the "brand equity" concept as advocated by Aaker to a sports event. Annexes. – ISBN 3–922654–36–3
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Legal framework of sponsorship in all its forms: sports, cultural, social, environmental and media sponsorship. This second part is illustrated with examples, case studies and model contracts, combining a legal framework with practical and operational examples.


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This work analyses concepts, and offers a methodology and examples for teaching purposes. Italian market-oriented. – ISBN 88–464–2293–7

La comercialización del deporte en una sociedad mediática / Moragas, M. de...[et al.]. – Madrid : Ministerio de educación y cultura, 1996. – 73 p. ; 23 cm. – (ICd ; núm. 5) (Patrocinio, comunicación y deporte ; 1). 

The commercialisation of sport: sponsorship and communication. Short summary articles. University level. Contributions by various authors. – ISBN 84–7949–040–3 (vol. 1)
Comité international olympique. – Marketing - hospitality guide and basic operating standards / International Olympic Committee. – Lausanne : CIO, 2001. – 45 p. : ill. ; 30 cm. *Hospitality guide and operating standards for commercial partners during the Games: accommodation, ticketing, transport, airports, accreditation and hospitality centre. Published by the IOC Marketing Department. Examples of contractual obligations from Salt Lake City.* CIO Livres * cote: CIO MA 17905 * classif.: 038


De Assis, Carlos Roberto. – Diagnostic managérial du Montreux Volley Masters / Carlos-Roberto De Assis. – [Chavannes-près- Renens] : IDHEAP, 2001. – 18 p. : ill. ; 30 cm. – Travail Study performed to obtain the sports management diploma of the Institut des hautes études en administration publique. *Managerial study of an international women’s volleyball competition in Montreux, Switzerland, looking at how the event is perceived by the local population and resolving the problem of declining spectator numbers: production of a questionnaire, analysis and recommendations.* Annexes CIO Livres * cote: CIO MA 11468 * classif.: 038


Excellent work divided into three complementary sections: 1) Detailed analysis of sports consumption (principally using French data); 2) Marketing sports services from the commercial to the public sector, via club-based sport; 3) Technological marketing by sports goods manufacturers and case studies. The work looks at how sports providers have altered their product to meet the demand of the consumers. French-oriented teaching work with a sociological slant. Index et bibliographie. – ISBN 2–7178–4272–1

CIO Livres * cote: CIO MA 17985 * classif.: 038

Doern, Rachel. – Olympic event marketing : recommendations for future initiatives / Rachel Doern. – Glasgow : University of Strathclyde, 1999. – 159, XXVII ; 30 cm. – Master of science in international marketing

Thesis on marketing the OG. Very detailed, with recommendations and annexes.

IOC Books * call number: CIO MA 16970 * classif.: 038

Dossier de presse sur le marketing olympique / Comité international olympique/Direction du marketing. – 1995->. – Lausanne : Comité international olympique. – 30 cm.

Press file produced by the IOC Marketing Department. Presentation of Olympic marketing objectives, TV, TOP and other programmes. – English version: Olympic marketing fact file. – Irregular

CIO Livres * cote: CIO MA 10362/1998 * classif.: 038


Detailed academic work on sports sponsorship with a German orientation. The principles are the same, and the details on functioning are interesting. Annexes. – ISBN 3–8244–0023–5

CIO Livres * cote: CIO MA 3209 * classif.: 038


Looks at sponsorship as a tool and establishes a barometer for sponsorship in Germany. Annexes. – ISBN 3–8244–0118–5

CIO Livres * cote: CIO MA 3209 * classif.: 038


CIO Livres * cote: CIO MA 19812 * classif.: 038


Off-print on Olympic sponsors and revenue distribution. Journalistic.

CIO Livres * cote: CIO MA 13421 * classif.: 038


Analyses the marketing function in a National Olympic Committee which does not yet have it: how to convince the decision-makers to develop it, why and how. Analysis of the case of Egypt and integration into the Olympic marketing framework. Annexes.

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Statistical analysis based on a survey conducted among Swiss company sponsors. Questionnaire and analysis. Annexes
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Social marketing is about defining a type of marketing suited to public and non-profit organisations. This work offers the insights of different authors on the following subjects: social marketing, the public and non-profit market, social marketing processes and the areas of application and examples. The work also promotes the agencies involved in the marketing of social causes. – ISBN 0–205–12084–9
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Sports sponsorship from the company’s point of view. An important work, but many changes have taken place since its publication in 1987. In the form of interviews with decision-makers. – ISBN 2–907040–00–6
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Marketing health and fitness services. The sector has evolved considerably since, but the concepts are still valid. – ISBN 0–87322–931–2
CIO Livres * cote: CIO MA 3225 * classif.: 038

University degree work on sports sponsorship as a communications tool, looking at problems and perspectives.
CIO Livres * cote: CIO MA 9617 * classif.: 038

Articles by different authors on the aspects of sports management and business: sports market and sports marketing, strategic planning, sponsorship, sports law, brands, impact of sport on the local economy, quality management and human resources management. With examples and illustrations. – ISBN 0–697–16648–1
CIO Livres * cote: CIO MA 9651 * classif.: 038

CIO Livres * cote: CIO MA 11304 * classif.: 038

Looks at the fundamentals of events and sports management and marketing (planning, environmental analysis and logistics). Highly operations- and American-oriented with examples and annexes. – ISBN 0–07–136124–3

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Biography of Roberto Goizueta, President of the Coca-Cola Company. One chapter is devoted to Coca-Cola and the Olympic Games in Atlanta. – ISBN 0–471–19408–5

CIO Livres * cote: CIO MA 15477 * classif.: 038


CIO Livres * cote: CIO MA 19083 * classif.: 038

Guía de marketing olímpico para CONs / [Comité internacional olympique, Département du marketing]. – Lausanne : CIO, [1999]. – 1 vol. ; 30 cm. – Also exist in French and English.

Guide to Olympic marketing for the NOCs produced by the IOC. Covers all areas of Olympic marketing. Annexes and useful addresses.

CIO Livres * cote: CIO MA 16631+1 * classif.: 038


Guide to Olympic marketing for the NOCs produced by the IOC. Covers all areas of Olympic marketing. Annexes and useful addresses.

CIO Livres * cote: CIO MA 16628+1 * classif.: 038


CIO Livres * cote: CIO MA 10941 * classif.: 038


Information and data for sports advertising, promotion and marketing professionals. Highly operational and informative. American orientation and data. – ISBN 0–9630387–1–0

CIO Livres * cote: CIO MA 12083 * classif.: 038


CIO Livres * cote: CIO MA 18981 * classif.: 038
CIO Livres * cote: CIO MA 18827 * classif.: 038

CIO Livres * cote: CIO MA 11864 * classif.: 038

CIO Livres * cote: CIO MA 15691 * classif.: 038

CIO Livres * cote: CIO MA 2409 * classif.: 038

CIO Livres * cote: CIO MA 2412 * classif.: 038

CIO Livres * cote: CIO MA 2406 * classif.: 038

CIO Livres * cote: CIO MA 1923 * classif.: 038

This work looks at the problems inherent to staging the 2000 Olympic Games in Sydney. Written by experts, it is divided into chapters covering the candidature, costs and income from the Olympic Games for the host city, the environment, town planning, drugs, the media and the Paralympics. The book examines the progress of work, as it was written before the Games took place. It generates discussion among specialists about the process of putting the Games in place. It is nonetheless more academically-oriented and does not go into operational details– ISBN 0–7494–2069–3

CIO Livres * cote: CIO MA 18850 * classif.: 038


Sponsorship for athletes. Based on motorised sports. Rather dated. – ISBN 3–927162–00–0

CIO Magasins * cote: CIO MA 1490 * classif.: 038


This work offers a managerial analysis of the possible merger of the Slovak Ski and Biathlon Federations. A particularly interesting work as it forms part of a change strategy for more efficient federations. With a detailed methodology, the work is based on a questionnaire and a quantitative and qualitative approach allowing for a detailed definition of the future organisation which would result from such a merger. Annexes.

CIO Livres * cote: CIO MA 19761 * classif.: 038


CIO Livres * cote: CIO MA 19343 * classif.: 038


Excellent work on strategic marketing for non-profit organisations. The author is a leading figure in marketing management. – ISBN 0–13–851932–3

CIO Livres * cote: CIO MA 9471 * classif.: 038


The legendary Michael Jordan is presented as an example and vector, through the new communication tools, of the "exemplary" US market, or how US firms use these methods with sport to expand commercially and ideologically. Looks at the socio-economic impact of American "post-imperialism". An interesting approach with many examples of Michael Jordan’s sponsors. – ISBN 0–393–32037–5

CIO Livres * cote: CIO MA 16754 * classif.: 038


Manual covering the key concepts of marketing management in the leisure industry. Aimed at leisure industry managers, with case studies. – ISBN 0–582–09371–6

CIO Livres * cote: CIO MA 12972 * classif.: 038

Macdonald, Mark A. – Cases in sport marketing / Mark A. McDonald, George R. Milne. – Boston [etc] : Jones and Bartlett, 1999. – XVI, 351 p. : ill. ; 23 cm. – ISBN 0–7637–0863–1

CIO Livres * cote: CIO MA 14956 * classif.: 038
CIO Livres * cote: CIO MA 11199 * classif.: 038

This file contains a selection of articles taken from various sports marketing publications. The selection was made by L. Torriggiani (last updated in May 2003)
CIO Livres * cote: CIO MA 19301 * classif.: 038

Looks at Olympic marketing. Rather dated, but of historical interest.
CIO Livres * cote: CIO MA 6700 * classif.: 038

Collection of articles on marketing by basketball player Michael Jordan. Varied study aspects.
CIO Livres * cote: CIO MA 18284 * classif.: 038

CIO Livres * cote: CIO MA 15274 * classif.: 038

CIO Livres * cote: CIO MA 19030 * classif.: 038

Spanish translation of the American work "Sport Marketing". A good and highly didactic work.
American-oriented, but to be recommended. – ISBN 84–8019–186–4
CIO Livres * cote: CIO MA 12165 * classif.: 038

CIO Livres * cote: CIO MA 10060 * classif.: 038

CIO Livres * cote: CIO MA 16032 * classif.: 038

CIO Livres * cote: CIO MA 2404 * classif.: 038


CIO Livres * cote: CIO MA 9620 * classif.: 038


CIO Livres * cote: CIO MA 17096 * classif.: 038


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CIO Livres * cote: CIO MA 12658 * classif.: 038


CIO Livres * cote: CIO MA 3295 * classif.: 038


CIO Livres * cote: CIO MA 18132 * classif.: 038
CIO Livres * cote: CIO MA 18882 * classif.: 038

CIO Livres * cote: CIO MA 12124 * classif.: 038

**Publicidad y patrocinio en eventos deportivos / Moragas, M. de...[et al.].** – Madrid : Ministerio de educación y cultura, 1996. – 87 p. ; 23 cm. – (ICd ; núm. 6) (Patrocinio, comunicación y deporte ; 2). Advertising and sponsorship of sports events. Sponsoring the OG, sponsorship in Spain, sponsorship of regional events (particularly Catalonia), analysis of the Vuelta (cycling Tour of Spain). General articles; university level. – ISBN 84–7949–041–1 (vol.2)
CIO Livres * cote: CIO MA 15112/2 * classif.: 038

CIO Livres * cote: CIO MA 14640 * classif.: 038

**Purchase, Sarah.** – *The politics and processes of using sport to market a place for economic development : lessons from pre-games training camps for the Sydney 2000 Olympic Games / Sarah Purchase ; [supervisor Laurence Chalip]. – [Australie] : Griffith University Gold Coast, School of marketing and management, 2000. – VI, 315 p. ; 30 cm. – 2000 Olympic Studies Centre post-graduate research grant recipient
CIO Livres * cote: CIO MA 19258 * classif.: 038

**Ribas Gorgas, Susanna.** – *La esponsorización de los Juegos olímpicos / Susanna Ribas Gorgas.* – Barcelona : Centre d'Estudis Olímpics i de l'Esport, 1992. – 61 f. ; 30 cm. – Dissertation for the Faculty of Information Sciences at the Autonomous University of Barcelona. For more details, consult the IOC Marketing Department’s report on Olympic marketing.
CIO Livres * cote: CIO MA 19258 * classif.: 038

CIO Livres * cote: CIO MA 3383 * classif.: 038

CIO Livres * cote: CIO MA 12123 * classif.: 038


Manual produced by the IOC for the NOCs. Covers the following subjects: History of Olympic marketing, marketing and sport, marketing and athletes, marketing and products. Also exists in English.
CIO Livres * cote: CIO MA 10820/1996/3+1 * classif.: 038

Manual produced by the IOC for the NOCs. Covers the following subjects: History of Olympic marketing, marketing and sport, marketing and athletes, marketing and products. Also exists in French.
CIO Livres * cote: CIO MA 10821/1996/3 * classif.: 038

Sponsor handbook action / [ed. ISL Marketing]. – Lucerne ; Barcelona [etc.] : ISL Marketing. – 1 classeur (pagination multiple) ; 24 cm. – Publication à feuillets mobiles. – Additional text on cover: TOP The Olympic Programme.
IOC manual on the TOP marketing programme (The Olympic Programme), with guidelines and rules of application. Concerns particularly the rules on using Olympic logos and marks.
CIO Magasins * cote: CIO MA 3409/1990 * classif.: 038

Sponsor handbook reference / [ed. ISL Marketing]. – Lucerne ; Barcelona : ISL Marketing. – Classeur (pagination multiple) : ill. ; 32 cm. – Publication à feuillets mobiles. – Additional text on cover: TOP The Olympic Programme.
Reference work for TOP Programme sponsors. Contains a wealth of information on the Olympic Movement and Olympic Games. Interesting for all events organisers and for studies on the Olympic Games, the development of Olympic marketing and managing sponsor relations.
CIO Magasins * cote: CIO MA 3410/1990 * classif.: 038

CIO Magasins * cote: CIO MB 57 * classif.: 038

CIO Livres * cote: CIO MA 14488 * classif.: 038

Swiss symposium on sponsorship. Interesting for professionals and historical value. With first-hand accounts and concrete examples. Annexes.
CIO Livres * cote: CIO MA 11537 * classif.: 038

Ten authors give their views of international sponsorship using concrete examples in various areas: the Olympic Games in Albertville, Barcelona and Atlanta, the Universal Exhibition in Seville, Fomula 1 Grand Prix, etc. One article gives an overview of the main challenges of international sponsorship and its various forms in sport and other areas. Annexes. – ISBN 2–89052–649–6
CIO Livres * cote: CIO MA 11310 * classif.: 038
**Sportsponsoring** : Bilanz eines Booms : [Studie zur Präsentation & Wirkung von Werbung im Sport / hrsg. von Josef Hackforth. – Berlin : Vistas, 1994. – X, 442 p. : ill. ; 21 cm. – (Beiträge des Instituts für Sportpublizistik ; Bd. 3). This German-oriented work provides an analysis, based on 15 cases, of the effectiveness of sponsorship via advertising and the media. The different analytical approaches used give a broad coverage of the subject based on cases and studies drawn mainly from the German market. The work and the cases are well documented. – ISBN 3–89158–096–7

CIO Livres * cote: CIO MA 9489 * classif.: 038


Sports sponsorship and its integration into corporate communication strategies. This manual addresses the subject from a managerial angle. After the theoretical aspects, it includes numerous examples of corporate involvement, such as Opel, Coca-Cola and Commodore. Although interesting in terms of its approach to and handling of the subject, particularly regarding the examples, the book is somewhat dated. – ISBN 3–923703–26–0

CIO Livres * cote: CIO MA 1489 * classif.: 038


CIO Livres * cote: CIO MA 18671 * classif.: 038


CIO Livres * cote: CIO MA 18851 * classif.: 038


CIO Livres * cote: CIO MA 17427 * classif.: 038


CIO Livres * cote: CIO MA 18255 * classif.: 038

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Sports sponsorship: how does it tie in with marketing strategy? Objectives and targets of sports sponsorship, implementation and valorisation, choice of sponsorship and measuring its effectiveness. Examples illustrate the theory presented. French and sociological orientation. A specialised work also suitable for teaching purposes and a good accompaniment to "Le marketing du sport" by the same author. – ISBN 2–7178–4478–3
CIO Livres * cote: CIO MA 18845 * classif.: 038

CIO Livres * cote: CIO MA 19836 * classif.: 038

CIO Livres * cote: CIO MA 12311 * classif.: 038

CIO Livres gr.format * cote: CIO MB 622 * classif.: 038

This work analyses sports and cultural sponsorship in German law. All the elements of sponsorship are first defined, then situated within German law, with practical examples and a study of the operating environment. Detailed teaching work; German-oriented. – ISBN 3–428–07776–8
CIO Livres * cote: CIO MA 10097 * classif.: 038

Werbung im Sportverein : ein Handbuch für die Praxis / Schweizerischer Landesverband für Sport ; Redaktion Markus Luder, Lilo Kennel. – 2. überarbeitete Aufl. – Bern : Schweizerischer Landesverband für Sport, cop. 1990. – 1 classeur (55 f.) : ill. ; 32 cm.
Manual produced by the Swiss Olympic Association on advertising in Swiss sports clubs. Practical, with illustrations, examples and models.
CIO Livres * cote: CIO MA 10620 * classif.: 038

Marketing by sports article manufacturers aimed at young basketball players in the USA. The sponsor empire in amateur basketball. Journalistic style. – ISBN 0–446–60894–7
CIO Livres * cote: CIO MA 16548 * classif.: 038

Article from Fortune magazine. Why corporate support is good for both the firms concerned and the OG. Looks at relations between the TOP sponsors and the OG.
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CIO Livres * cote: CIO MA 13408 * classif.: 038


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*Sports marketing as a communication tool for exporters, with an Olympic orientation. Follows on from the study in the thesis entitled: "Sport sponsorship: a new strategy for export marketing".*

CIO Livres * cote: CIO MA 14916 * classif.: 038


*This work follows on from the thesis "Social marketing: an international communication tool for exporters through sports marketing".*

CIO Livres * cote: CIO MA 14881 * classif.: 038


CIO Livres * cote: CIO MA 9897 * classif.: 038
PERIODICALS

**Sports management**

*European sport management quarterly* / European Association for Sport Management. – Aachen. – ISSN 1618-4742
*Classif. 033 * PA 382

*Journal of sport management : the official journal of the North American Society for Sport Management*. – Champaign IL. – ISSN 0888-4773
*Classif. 033 * PA 34

*Revue européenne de management du sport : sport, Europe, stratégies*. – Voiron. – ISSN 1368-4221
*Classif. 033 * PA 364
*Holdings : No 3(2000) –>

**Economics**

*Journal of sports economics*. – Thousand Oaks CA. – ISSN 1527-0025
*Classif. 033.0 * PA 360

*La Lettre de l’économie du sport*. – Paris. – ISSN 0767-9769
*Classif. 033.0 * PA 354

**Marketing, sponsorship**

*Marketing matters : the olympic marketing newsletter* / publ. by IOC Marketing Department. – English ed. – Lausanne
*Titre suivant – Title changed to : Olympic marketing matters : the olympic marketing newsletter
*Classif. 038 * PA 329

*Olympic marketing matters : the olympic marketing newsletter* / publ. by IOC Marketing Departement. – English ed. – Lausanne
*Titre précédent – Previous title : Marketing matters : the olympic marketing newsletter
*Classif. 038 * PA 329
*Holdings : No 11(1997) –>

*Sport marketing quarterly : SMQ*. – Morgantown. – ISSN 1061-6934
*Classif. 038 * PA 376

*Sprint : le bulletin d’information de l’Aide sportive suisse*. – Montreux ; La Tour-de-Peilz
*Classif. 038 * PA 198

*TOP bulletin : the newsletter of the Olympic Marketing Programme*. – Luzern
*Classif. 038 * PA 37
MARKETING COMMISSION
The IOC Marketing Commission is composed of IOC members, representatives of National Olympic Committees and International Sports Federation, and athletes. Its work includes the following:

- Examining possible sources of financing and revenue for the International Olympic Committee (IOC) and the Olympic Movement, ensuring that the control of sport remains in the hands of sporting bodies.
- Making recommendations to the IOC Executive Board concerning marketing and related programmes.
- Ensuring the maximum development of advantages that an association with marketing partners can provide to the Olympic Movement.

For further information, go to [http://www.olympic.org/marketing-fr](http://www.olympic.org/marketing-fr) (Page consulted on 3 June 2004)
WEBSITES
International Olympic Committee. Olympic marketing, [On line].
Provides access to the marketing pages published on the IOC’s website, as well as publications and reports linked to marketing.

Athéna. Welcome to ATHENA, [On line].
Very thorough site on Olympic marketing. N.B. registration needed for consultation.

Wenceslas Borderias. Sports marketing and sponsoring news, [On line].
Sponsoring and sports marketing portal.

Website of IEG Sponsorship Report. A reference for marketing events, management, sales and partnership evaluation.

Update June 2004