



# Globalizing Sport: How Organizations, Corporations, Media, and Politics are Changing Sport

*George H. Sage*

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Sport is enjoyed by millions of people across the world, and both watching and playing sport constitutes a major part of modern leisure time. But sport is also a huge worldwide industry. In *Globalizing Sport*, George Sage invites readers to explore a deeper understanding of the global dynamics of sport - not only competitions but of the big businesses of money, media coverage, athletic apparel and more. He shows how phenomena such as migration, labour, commerce and politics affect the athletes and the fans, continually reshaping the business and experience of sport. *Globalizing Sport* puts sport in its political, economic and social context, revealing its connections with businesses, countries, media outlets and education systems.

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