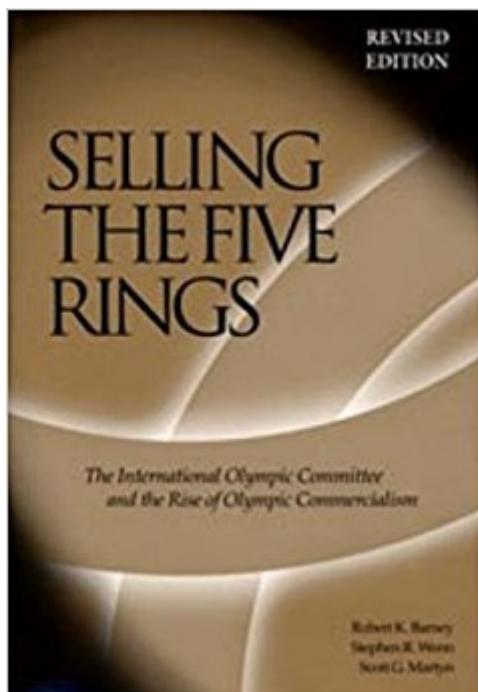


The book was found

# Selling The Five Rings: The IOC And The Rise Of The Olympic Commercialism



## Synopsis

The original scheme for the modern Olympic Games was hatched at an international sports conference at the Sorbonne in June 1894. At the time, few provisions were made for the financial underwriting of the project—providence and the beneficence of host cities would somehow take care of the costs. For much of the first century of modern Olympic history, this was the case, until the advent of television and corporate sponsorship transformed that idealism. Now, linking with the five-ring logo is good business. Advertising during the Olympic Games guarantees a global audience unmatched in size by any other sports audience in the world. However, if the image begins to tarnish and the corporate sector loses interest, television companies cannot sell advertising to business interests. This was the greatest threat posed by the scandal surrounding Salt Lake City's bid. *Selling the Five Rings* outlines the rise of the Olympic movement from an envisioned instrument of peace and brotherhood, to a transnational commercial giant of imposing power and influence. Using primary source documents such as minutes of the IOC General Sessions, minutes and reports of various IOC sub-committees and commissions concerned with finance, reports of key marketing agencies, and the letters and memoranda written to and by the major figures in Olympic history, the authors track the history of a fascinating global institution.

## Book Information

Paperback: 442 pages

Publisher: University of Utah Press; Revised ed. edition (August 17, 2004)

Language: English

ISBN-10: 087480809X

ISBN-13: 978-0874808094

Product Dimensions: 6 x 1 x 9 inches

Shipping Weight: 1.4 pounds

Average Customer Review: 4.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #701,805 in Books (See Top 100 in Books) #162 in Books > Sports & Outdoors > Miscellaneous > Olympic Games #1156 in Books > Sports & Outdoors > Miscellaneous > History of Sports

## Customer Reviews

"This is an exhaustively researched and richly detailed examination of how the IOC decided to go for the gold by marketing the Olympic Games and its identifying marks and symbols...A must-read for anyone interested in the nature of the modern Olympic movement."—Larry R. Gerlach,

University of UtahÃ  Ã  Ã  Ã  "The most comprehensive account of modern Olympism to date. As the Olympic saga evolves, historians will look back to Selling the Five Rings as the most authoritative account of the Olympic Games' formative first century."Ã¢â  Sport History ReviewÃ  "A must read for anyone interested in the changing face of the Olympic movement or competitive sports in general, a beautifully written book."Ã¢â  CHOICE"An important history, and an important contribution to understanding the modern leviathan of sports."Ã¢â  Chicago Tribune

Robert Barney is professor emeritus and founding director emeritus of the International Center for Olympic Studies, School of Kinesiology, University of Western Ontario. Stephen Wenn is associate professor and chair of kinesiology and physical education at Wilfrid Laurier University. Scott Martyn is associate professor human kinetics at the University of Windsor.Ã 

Well researched and written. The authours had huge amounts of data to coalesce into a key aspect of this organisation.

Well researched and explains how the Olympics became such a moneyfest. And, you don't have to be a high finance genius.

[Download to continue reading...](#)

Selling The Five Rings: The IOC and the Rise of the Olympic Commercialism Olympic Sports - When and How? : History of Olympic Sports Then, Now And Beyond: Olympic Books for Kids (Children's Olympic Sports Books) The Lord of the Rings Instrumental Solos: Flute, Book & CD (The Lord of the Rings; the Motion Picture Trilogy) The Lord of the Rings the Complete Trilogy (Lord of the Rings Trilogy) The Lord of the Rings: The Fellowship of the Rings: A Strategy Battle Game Olympic Gold #2: Inspiring, Motivational and Insightful Quotes from Olympic Medal Winners Olympic, Titanic, Britannic: An Illustrated History of the Olympic Class Ships Great Moments in Olympic Gymnastics (Great Moments in Olympic Sports) Great Moments in Olympic Skating (Great Moments in Olympic Sports) Great Moments in Olympic Skiing (Great Moments in Olympic Sports) The Treasures of the Olympic Games: An Interactive History of the Olympic Games Olympic National Park & the Olympic Peninsula: A Traveler's Companion The Book of Five Rings The Complete Book of Five Rings A Book of Five Rings: The Strategy of Musashi The Book of Five Rings (with linked TOC) The Book of Five Rings: A Graphic Novel A Book of Five Rings: The Classic Guide to Strategy Comprehensive Heterocyclic Chemistry : Comprehensive Heterocyclic

Chemistry, Five-Membered Rings with Oxygen, Sulfur or Two or More Nitrogen Atoms Making Money at Home: Methods to Make Money with Drawing Portraits: How I Made More than \$50,000 Selling Art Online and Offline (Ways to Make Money with Art, Selling Drawings)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)