



OLYMPICS - Global Sports in the Area of Tension between Organisational, National and Supranational Forces

Gebhard Deissler

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Scientific Study from the year 2012 in the subject Sport - Sport Economics, Sport Management, , language: English, abstract: This study looks at global sports and more specifically at global soccer from historical, cultural, economic, social, strategic/tactical and civilization perspectives. Sports as a global management phenomenon and practice are contextualized in a global transcultural management framework. Its aim is the optimum use of cultural diversity and to create awareness of divisive dimensions in global sports, while it offers a consistent approach to the integration of divisive tendencies in the global world of sports. This will in turn sustainably affect other domains of the globalizing world.

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