

## The Other Sport Mega-Event: Rugby World Cup 2011



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***(Maribel Kerluke)***

## THE OTHER SPORT MEGA-EVENT: RUGBY WORLD CUP 2011



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Taylor Francis Ltd, United Kingdom, 2015. Paperback. Book Condition: New. 246 x 174 mm. Language: English . Brand New Book. The mention of sport mega-events conjures up images and memories of London 2012 or anticipation of FIFA 2014, the 2016 Rio Olympics and beyond. Indeed, the expanding annual calendar of sport mega-events, both in terms of the bidding process and the actual hosting of the event means that there is rarely time for considered reflection. This is particularly true within the context of neo-liberalism and an obsession with creating world class sporting cities that are propelled by state-private promotional discourses that often silence oppositional voices. This edited collection focuses on Rugby World Cup 2011 in order to examine the contested terrain of one particular sport mega-event with respect to its economic, political and cultural impact both locally and globally. As an event, the 2011 Rugby World Cup was unique in many ways but perhaps the most notable are the nation's remote geographic location and at just over four million people - its small population. This anthology addresses how the Rugby World Cup has changed since its inception in 1987 including a major shift in the globalisation of the game, professionalization, player migration and television and sponsorship rights. The core of the anthology explores how the event impacted on various segments of New Zealand society: from the state to regions and individual citizens. Collectively the implications are relevant for all who are interested in sport mega-events whether it is from a political, economic, scholarly or policy perspective. This book was published as a special issue of Sport and Society.



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