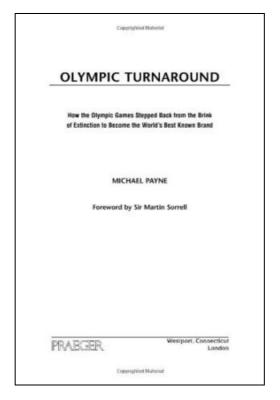
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Praeger Publishers. Hardcover. Condition: New. 368 pages. Dimensions: 9.3in. x 6.4in. x 1.5in.Higher, faster, stronger The Olympic motto conjures images of heroes whose achievements transcended their athletic prowess, but also of tragedy and disgrace. By 1980, the modern Olympic movement was gasping for breath, bankrupt financially, politically, and culturally. But under the leadership of Juan Antonio Samaranch, and, subsequently, Jacques Rogge, the Olympics began a journey back from the brink. Michael Payne, who served as the International Olympic Committees top marketer for over twenty years, offers unprecedented access to the people and negotiations behind one of the most dramatic turnarounds in business or sports history. Through a multi-pronged strategy, the IOC managed to secure lucrative broadcasting commitments, entice well-heeled corporate sponsors, and parlay the symbolism of the Olympics into a brand for which cities around the world are willing to invest billions of dollars. Packed with previously untold stories from the high-octane world where business, sports, politics, and media meet, Olympic Turnaround is a remarkable tale of organizational renewal and a fascinating glimpse behind the curtain of the worlds most iconic brand. The 2008 Games in Beijing, for example, are expected to involve over 10,000 athletes from 200 countries, draw 20,000 media representatives, and generate over 4 billion in sponsorships and broadcasting rights. Packed with previously untold stories from the high-octane world where business, sports, politics, and media meet, Olympic Turnaround is a remarkable tale of organizational renewal and a fascinating glimpse behind the curtain of the worlds most iconic brand. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.

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