



## Olympic Turnaround: How the Olympic Games Stepped Back from the Brink of Extinction to Become the Worlds Best Known Brand

By Michael Payne

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,...



**READ ONLINE**  
[ 1.09 MB ]

### Reviews

*This is basically the very best book i have read right up until now. It is definitely simplistic but excitement in the 50 % from the ebook. Your daily life period will likely be transform as soon as you total reading this article pdf.*

-- Prof. Ambrose Pollich DDS

*Good e book and useful one. It really is simplistic but shocks in the 50 % of your book. Your way of life period will probably be convert the instant you total reading this ebook.*

-- Myah Williamson