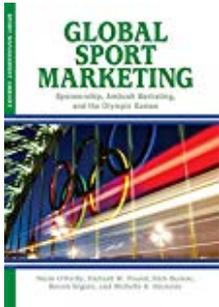


ARTICLE

Olympic Channel : showcasing the Games in the age of digital plenitude / Xavier Ramon

[Ramon, Xavier](#)

This article provides a historical overview of the relationship between the Olympic Games and the media and examines the distinctive proposition offered by the Olympic Channel. This platform takes advantage of the multiple technol...



Global sport marketing : sponsorship, ambush marketing, and the Olympic Games / Norm O'Reilly... [et al.]

[O'Reilly, Norm](#)

Fitness Information Technology. Morgantown, WV - 2015

As sport marketing matures, as social technologies advance, and as the Olympic Games cement their position as the largest and most important mega-event in the world, marketers everywhere are increasing their sophistication in usin...



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PDF

Historical evolution of Olympic commercialism : the evolution of attitudes towards commercialism within the American Olympic Movement : a historical perspective / Jonathan A. Jensen

[Jensen, Jonathan A.](#)

[s.n.]. [Etats-unis] - 2015

The uneasy relationship between the long-standing amateur ideals of the Olympic Games and commercialism, including sponsorship, licensing, and television, is spotlighted via this historical perspective spanning 100 years of the Ol...



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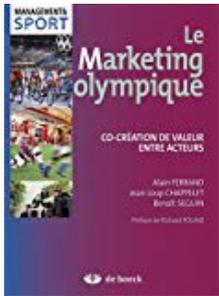
Olympic marketing / Alain Ferrand, Jean-Loup Chappelet and Benoît Séguin

[Chappelet, Jean-Loup](#) | [Séguin, Benoit](#) | [Ferrand, Alain](#)

Routledge. New York - 2012

The Olympic Games have become the definitive sports event, with an unparalleled global reach and a remarkably diverse constituency of stakeholders, from the IOC and International Federations to athletes, sponsors and fans. It has ...





Le marketing olympique : co-cr ation de valeur entre acteurs / Alain Ferrand, Jean-Loup Chappelet, Benoit S guin

[Chappelet, Jean-Loup](#) | [S guin, Benoit](#) | [Ferrand, Alain](#)

De Boeck. Bruxelles - 2012

Le mouvement olympique est " l'action concert e, organis e, universelle et permanente, exerc e sous l'autorit  supr me du CIO, de tous les individus et entit s inspir s par les valeurs de l'Olympisme " (Charte Olympique, p. 11). C...

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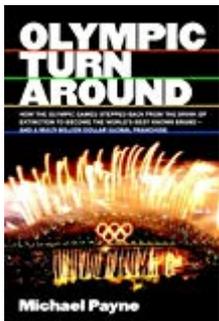


Olympic marketing : historical overview : university lectures on the Olympics / Josep Maria Puig

[Puig, Josep Maria](#)

Centre d'Estudis Ol mpics (UAB). Bellaterra - 2010

Since the Olympic Games Los Angeles 1984, the Olympic Movement has a direct control over the Olympic marketing programmes. These commercial agreements have made possible the increase of the Olympic Games in terms of magnitude, whi...

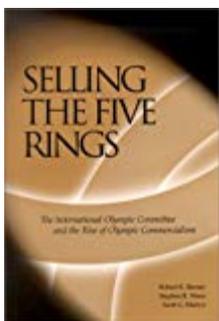


Olympic turnaround : how the Olympic Games stepped back from the brink of extinction to become the world's best known brand - and a multi-billion dollar global franchise / Michael Payne

[Payne, Michael](#)

London Business Press. Twyford - 2005

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Selling the five rings : the International Olympic Committee and the rise of olympic commercialism / Robert K. Barney, Stephen R. Wenn, Scott G. Martyn

[Martyn, Scott G](#) | [Wenn, Stephen R](#) | [Barney, Robert K](#)

University of Utah Press. Salt Lake City - 2002

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 th...

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