Contents

Acknowledgements	vii
An introduction to the sociology of sports mega-events John Horne and Wolfram Manzenreiter	1
Part 1: Sports Mega-Events, Modernity and Capitalist Economies	25
Mega-events and modernity revisited: globalization and the case of the Olympics Maurice Roche	27
The economic impact of major sports events: a review of ten events in the UK Chris Gratton, Simon Shibli, and Richard Coleman	41
Urban entrepreneurship, corporate interests and sports mega-events: the thin policies of competitiveness within the hard outcomes of neoliberalism C. Michael Hall	59
Part 2: The Glocal Politics of Sports Mega-Events	71
Underestimated costs and overestimated benefits? Comparing the outcomes of sports mega-events in Canada and Japan David Whitson and John Horne	73
Modernizing China in the Olympic spotlight: China's national identity and the 2008 Beijing Olympiad Xin Xu	90
The 2010 Football World Cup as a political construct: the challenge of making good on an African promise Scarlett Cornelissen and Kamilla Swart	108

Part 3: Sports Mega-Events, Power, Spectacle and the City	125
UEFA Euro 2004™ Portugal: The social construction of a sports mega-event and spectacle Salomé Marivoet	127
Sport spectacles, uniformities and the search for identity in late modern Japan Wolfram Manzenreiter	144
Deep play: sports mega-events and urban social conditions in the USA Kimberly S. Schimmel	160
Olympic urbanism and Olympic Villages: planning strategies in Olympic host cities, London 1908 to London 2012 Francesc Muñoz	175
Notes on contributors	188
Index	192