## Contents

List of Figures

	List of Figures	vii	
	List of Tables	ix	
	Preface	xi	
PART I			
	nilding Communities and Social Responsibility— sing Stakes on Sport's Social Role		
1	Sport and Peace Making—Initial Promises, Social Scientific Issues and Practical Challenges RICHARD GIULIANOTTI	3	
2	In Africa for FIFA & Sons CORA BURNETT	17	
3	Constructing Peace and Fostering Social Integration: Sport and Play in Azerbaijan JOEL ROOKWOOD	30	
4	Sport Plus and Socially Vulnerable Youth—Opening the Black Box REINHARD HAUDENHUYSE AND MARC THEEBOOM	44	
5	'We Are a Very, Very Homogenous Group'—Promoting and Managing Social Diversity in Sports?  BETTINA RULOFS	62	

6	Discourses on Integration and Interaction in a Martial Arts Club LIAN MALAI MADSEN	74		
7	What Is the Development in Sport-for-Development?  FRED COALTER	88		
PART II				
Sports Corporations at Play: Doing Business in Sports—Who's Added Value?				
8	Sports Governance—Between the Obsession with Rules and Regulation and the Aversion to Being Ruled and Regulated HANS BRUYNINCKX	107		
9	The Magicians of Sport—How the Greatest Corruption Scandal in the World of Sport Vanished Before We Knew It Existed	122		
	JENS SEJER ANDERSEN			
10	A Governance Perspective on Sport Mega-Events—The 2010 Football World Cup in South Africa as a Lubricant in Domestic and International Affairs?  BERT MEULDERS, BART VANREUSEL, HANS BRUYNINCKX, MARION KEIM AND ANDRÉ TRAVILL	135		
11	Popular Deception by IOC and FIFA STEFAN KÉSENNE	150		
12	Football Academies and Player Migration in Developing Countries JEROEN SCHOKKAERT, JOHAN F. M. SWINNEN AND THIJS VANDEMOORTELE	156		
13	Rules of Law in the Business of Sport FRANK HENDRICKX	177		
	Contributors Name Index Subject Index	197 201 203		