

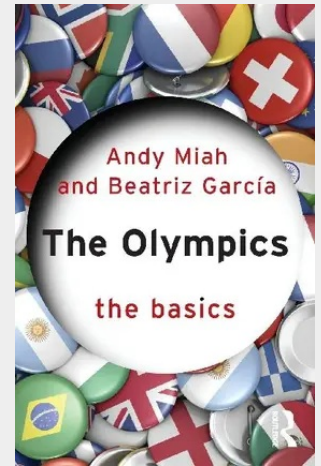
Miah / Garcia

The Olympics

The Basics

The Olympics: The Basics is an accessible, contemporary introduction to the Olympic movement and Games. Chapters explain how the Olympics transcend sports, engaging us with a range of contemporary philosophical, social, cultural and political matters, including: - peace development and diplomacy - management and economics - corruption, terror and activism - the rise of human enhancement - ethics and environmentalism. This book explores the controversy and the legacy of the Olympics, drawing attention to the deeper values of Olympism, as the Olympic movement's most valuable intellectual property. This engaging, lively, and often challenging book, is essential reading for newcomers to Olympic studies and offers new insights for Olympic scholars.

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