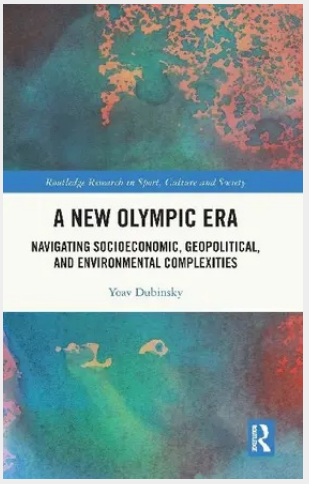
Dubinsky

A New Olympic Era

Navigating Socioeconomic, Geopolitical, and Environmental Complexities

This book examines the new era of the Olympic Movement as it is forced to navigate through old and new socioeconomic, geopolitical, and environmental challenges. Against a background of geopolitics, commercialization, technological development, extreme weather, and associated accelerating changes in global society, this book looks at the past, present, and future of the idealistic philosophy of Olympism, and at the duality of the Olympic Movement as it faces the often-contradictory challenges of the 21st century. Drawing on multi-disciplinary perspectives from history, sociology, political science, philosophy, business and management, and communications, this book discusses the evolution of the Modern Olympic Movement and the role of Olympism before exploring in depth the new era of the Olympic Games, including the impacts of Tokyo 2020 and Beijing 2022, the significance of Paris 2024, the legacy of Olympic Agenda and Thomas Bach's presidency, and looking ahead to Los Angeles 2028, Brisbane 2032 and beyond. This book unpacks the key themes that run through contemporary Olympic Studies, including nation-branding, diplomatic boycotts, international politics, sports-washing, greenwashing, corruption, sustainability, public spending, public resistance, surveillance, athlete activism, cultural diplomacy, and the external impacts of Covid-19 and extreme weather. It argues that the Olympic Games can still add value to the "incoherent mosaic" of the human experience, and asks what lies ahead for the Olympic Movement. This book is essential reading for anybody with an interest in the Olympic Games, mega sports events, or the wider significance of sport in contemporary society.

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