Contents

Acknowledgements	vii
Introduction – Why This Book?	1
1 The 'G-Word' Meets the 'S-Word'	6
2 National Symbolism and the Global Exchange of Sporting Bodies	31
3 Sports Media sans Frontières	60
4 Citizens of the World: The Governance of Sport	95
Conclusion - Global Sport and Cultural Labour	126
Glossary	130
References	133
Index	154