



The Business of Olympic Games Sponsorship: Incentives and Rewards

Nelly Kapsi, Eleni Beneki

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Business and the Olympic Games have always maintained close ties. The book takes a historic look at the relationship the business community and the Olympic Games have maintained from ancient times until today. The Games' financial figures, the marketing program, the protection of the Olympic symbol, opportunistic marketing, broadcasting rights and online promotion, are examined. The authors make a first attempt at assessing the Olympic Games' impact on the country's key economic sectors.

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