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Sport and Corporate Nationalisms (Sport Commerce and Culture)

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The world of sport is saturated with the signs and images of multinational corporations. But what effect does the relationship between sport and international corporate capitalism have on national identities? From the growth of women's soccer in the US to the corporate use of sport after 9/11, sporting events and their corporate partners have a profound impact on collective imaginations. Sport and Corporate Nationalisms explores the logics and practices underlying the marketing initiatives of major conglomerates and their influence on the shaping of national cultures. Corporations depend on sport as a vital marketing vehicle for inserting their interests into the lives of local consumers. This book puts forth convincing arguments that relate the role of sport-marketing complexes to national cultural markets in a global age. Sport and Corporate Nationalisms provides a much-needed analysis of the evolution of marketing strategies in the world of sport.

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