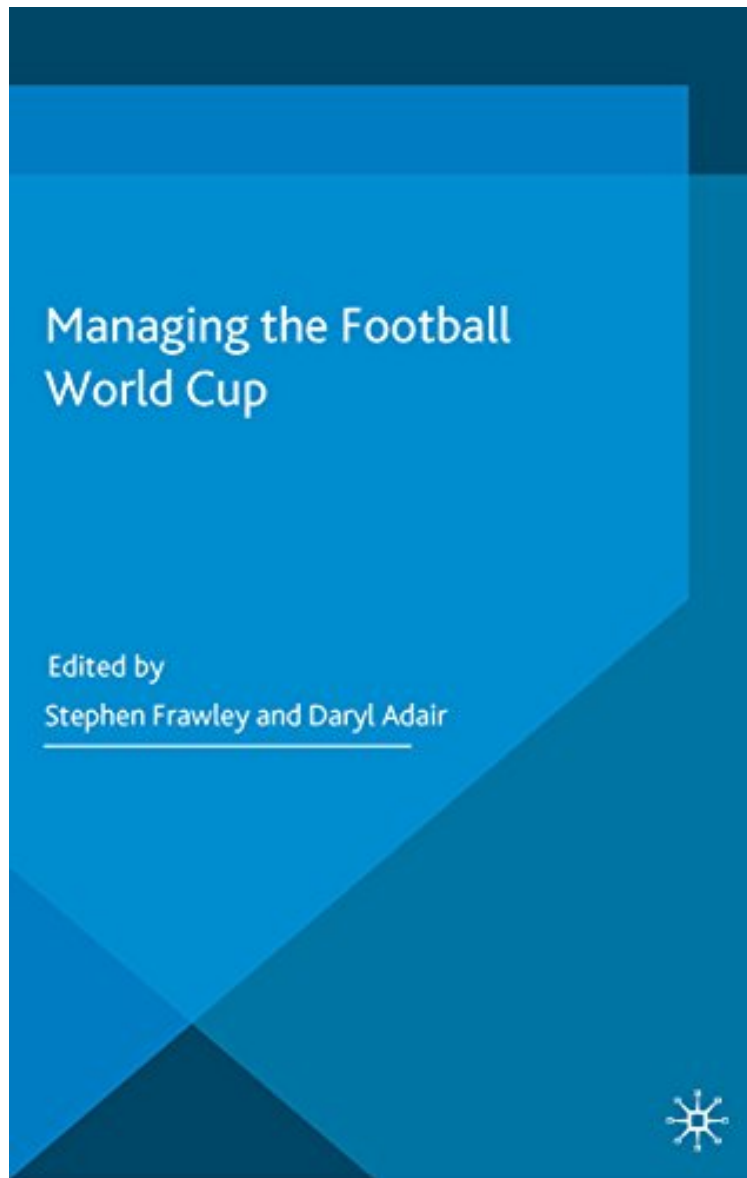


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Managing the Football World Cup

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Managing the Football World Cup explores areas often overlooked by project management and business studies researchers. Therefore considering the global impact of the Football World Cup it is time for a detailed examination of

the planning, organization, management, implementation and related commercial features of this mega-sport event.

About the Author Stephen Frawley is the Director of the Australian Centre for Olympic Studies at the UTS Business School, situated at the University of Technology, Sydney, Australia. He has published widely on the organization and impacts of mega-events including the Olympic Games and the Football World Cup. Daryl Adair lectures in Sport Management and is the Deputy Director of the Australian Centre for Olympic Studies at University of Technology, Sydney, Australia. He has published papers on the Olympic Movement and the management of the Football World Cup.