



# Circus Maximus: The Economic Gamble Behind Hosting the Olympics and the World Cup

By Andrew Zimbalist

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## **Circus Maximus: The Economic Gamble Behind Hosting the Olympics and the World Cup** By Andrew Zimbalist

An updated and expanded analysis of the economic tensions behind the Olympics and the World Cup games.

Andrew Zimbalist looks beyond the headlines of two of the world's most beloved sporting events: the Olympics and the World Cup.

In the updated and expanded edition of his bestselling book, *Circus Maximus: The Economic Gamble Behind Hosting the Olympics and the World Cup*, Zimbalist tackles the bogus claim that cities chosen to host these high-profile sporting events experience an economic windfall. In this new edition he takes aim at the outrageous FIFA scandal, Boston's bid for the 2024 summer Olympics, and the criticism surrounding the 2015 Women's World Cup.

*Circus Maximus* focuses on major cities, like London and Barcelona, that have previously hosted these sporting events, to provide context for cities like Tokyo and Rio de Janeiro, which are currently bearing the weight of exploding expenses, corruption, and protests. Zimbalist offers a sobering and candid look at the Olympics and the World Cup from outside the echo chamber.

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**Circus Maximus: The Economic Gamble Behind Hosting the Olympics and the World Cup** By Andrew Zimbalist **Bibliography**

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### Editorial Review

#### Review

"You'll be hearing a lot in the coming years about the problems cities face when they consider hosting the Olympic Games and the World Cup. This international issue is thoroughly explored by Andrew Zimbalist in his important new book, *Circus Maximus*. Zimbalist is the perfect person to delve into this timely topic, located at the intersection of sports and economics."—**Christine Brennan**, *USA Today* national sports columnist, *ABC News and CNN commentator*

"Andrew Zimbalist is a perpetual source of insight on the economics and administration of modern sports. When weighing the very real risks and rewards of hosting major international events, political leaders and informed citizens should carefully consider the information and arguments presented here before rolling the dice."—**Bob Costas**, Broadcaster, *NBC Sports and Major League Baseball Network*

"It's time for cities to stop the mega-sports madness. Andrew Zimbalist shows why hosting the Olympics and the World Cup is almost always a boondoggle. Great stuff!"—**Richard Florida**, Director of the University of Toronto's Martin Prosperity Institute and author of *The Rise of the Creative Class*

"Andrew Zimbalist documents how the officials who run the international sports organizations that authorize these events profit handsomely, while host cities and nations experience ever-increasing losses, and why before-the-fact claims that such events will deliver long-term economic benefits typically are wildly inaccurate."—**Roger Noll**, Professor of Economics, Stanford University

"Pssst. Wanna buy a velodrome cheap? Andrew Zimbalist's penetrating examination of how the International Olympic Committee and FIFA have sweet-talked cities and nations into hosting their extravaganzas is absolutely devastating in its ugly detail."—**Frank Deford**, Author and Commentator

"Circus Maximus shines a bright light on the much-needed discussion about the unconscionable expense surrounding both the bidding process and hosting of the Olympics and the World Cup. The perfectly titled book will leave you gasping for reform. Immediately."—**Julie Foudy**, ESPN analyst, former U.S. national soccer team captain-winner of two World Cups and three Olympic medals

"Indispensable for anyone who wants to understand the impact of hosting the Olympics."— **Evan Horowitz**, *Boston Globe*

#### About the Author

Andrew Zimbalist is the Robert A. Woods Professor of Economics at Smith College. He is the author of three Brookings Institution Press titles: Sports, Jobs, and Taxes: The Economic Impact of Sports Teams and Stadiums (1997); May The Best Team Win: Baseball Economics and Public Policy (2003); and National Pastime: How Americans Play Baseball and the Rest of the World Plays Soccer (2005).

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