Higher order work for Olympics and Commercialisation

Investigate the reasons behind the change in attitude of the International Olympic Committee.

Why did they change their attitude from the traditional amateur approach to the vision of Peter Uberroth.

**Study support: OK so here we need to think about the changing face of sports in the world. So who would be doing well at sports at the Olympics and what was the system that they were using in their countries. I’ll give you a head start and tell you that the USA and China as well as USSR (Russia) were dominating the games. The second key point we need to look at is the state of the Olympics? Did it need to change? Ok see what you can come up with.**