

Circus Maximus

By Andrew Zimbalist

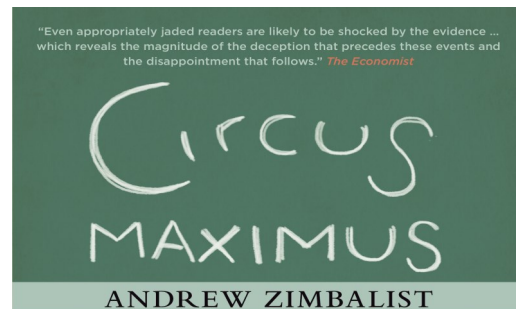
An updated and expanded analysis of the economic tensions behind the Olympics and the World Cup.

- Brazil's total expenditures are thought to have been as much as **\$20 billion** for the World Cup
- China spent **\$40 billion** to host the 2008 Summer Olympic Games in Beijing
- Qatar, the site of the 2022 World Cup, is estimating that it will spend **\$200 billion** on expenses
- Russia spent **\$50 billion** for the 2014 Sochi Winter Games

How did we get here? And is it worth it?

Those are among the questions noted sports economist Andrew Zimbalist answers in *Circus Maximus: The Economic Gamble Behind Hosting the Olympics and the World Cup*. Both the Olympics and the World Cup are touted as major economic boons for the countries that host them, and the competition is fierce to win hosting rights. Developing countries especially see the events as a chance to stand in the world's spotlight. *Circus Maximus* traces the path of the Olympic Games and the World Cup from noble sporting events to exhibits of excess.

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THE OLYMPICS AND THE WORLD CUP

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