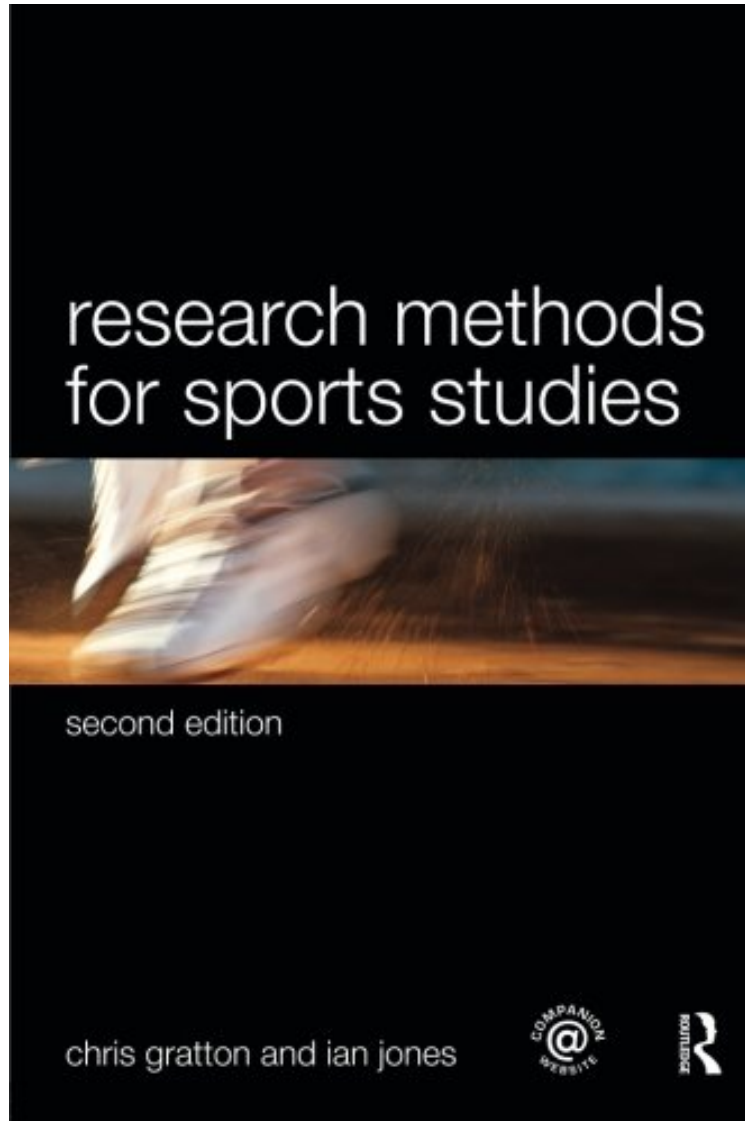


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About the AuthorChris Gratton is Professor of Sports Economics and Director of the Sport Industry Research Centre at Sheffield Hallam University, UK. Ian Jones is Associate Dean for Sport, the Centre for Event and Sport Research, Bournemouth University, UK.