



Hardback 9781137446367
Feb 2015 £65.00 \$100.00 \$115.00CAN

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Running across Europe

The Rise and Size of one of the Largest Sport Markets

Edited By Jeroen Scheerder and Koen Breedveld
With Julie Borgers

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About the book

Over the past forty years, running has developed into one of the most popular physical leisure activities in Europe. An estimated 50 million Europeans are engaged in running as a way to stay healthy and/or to challenge themselves and there has been a marked surge in running events all over Europe with more people running marathons than ever before. Analysing in-depth data from over 11 European countries – including Belgium, Denmark, England, Finland, Germany, Greece, Hungary, the Netherlands, Slovenia and Spain – this collection explores this phenomenon and addresses issues of participation, governance, cost, health and the history of running. Drawing on this unique material, the volume sets out policy challenges and marketing possibilities for maximising the current opportunities provided by the running market.

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