Running across Europe
The Rise and Size of one of the Largest Sport Markets

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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.

CONTENTS
1. Who is Doing a Run with the Running Boom? The Growth and Governance of one of Europe’s most Popular Sport Activities; Jeroen Scheerder, Koen Breedveld and Julie Borgers
2. Belgium (Flanders): Trends and Governance in Running; Julie Borgers, Steven Vos and Jeroen Scheerder
3. Denmark: Running for the sake of Running? A Profile and Segmentation of Runners; Peter Forsberg
4. England: the Governance and History of Running, the Decision to Run, and Trends in Running Participation; Andrew Spiers, Spencer Harris, Angela Charlton and Peter Smale
5. Finland: from Elite Running to Mass Running Events; Hanna Vehmas and Jukka Lahti
6. Germany: Running Participation, Motivation and Images; Kirstin Hallmann, Christoph Breuer and Sören Dallmeyer
8. Hungary: the Popularisation and Expansion of Amateur Running Culture; Szilvia Perényi
9. The Netherlands: Rising Participation Rates, Shifting Segments; Paul Hover, Harold van der Werff and Koen Breedveld
10. Slovenia: the Case of Ljubljana Marathon Participants; Mojca Doupona Topič and Samo Rauter
11. Spain: a Sociological Analysis of the Evolution and Characteristics of Running; Ramon Llopig-Goig and Anna Vilanova
12. Running across Europe: the Way Forward; Koen Breedveld, Jeroen Scheerder and Julie Borgers

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