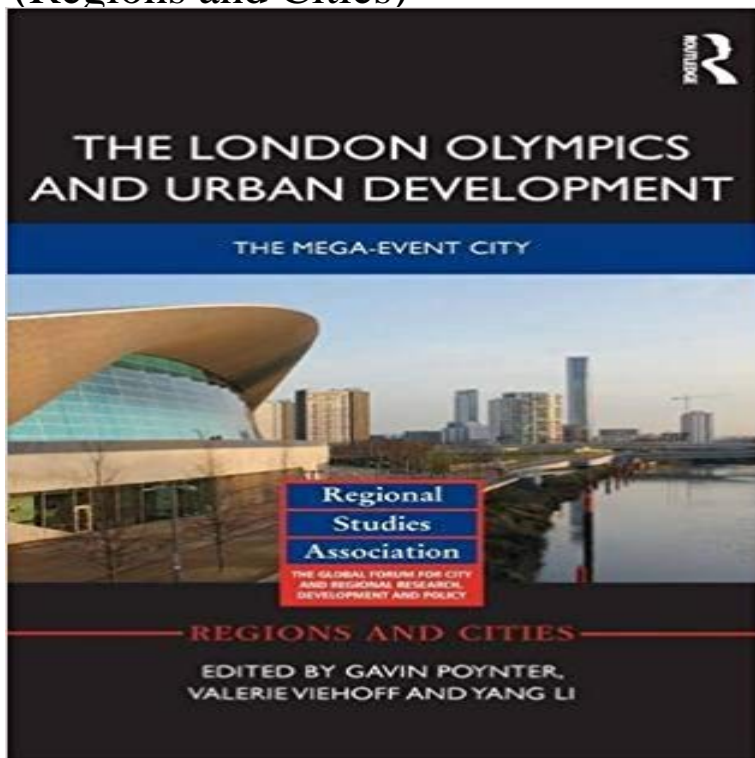


The London Olympics and Urban Development: The Mega-Event City (Regions and Cities)



As London sought to use the Olympics to achieve an ambitious programme of urban renewal in the relatively socially deprived East London it attracted global attention and sparked debate. This book provides an in-depth study of the transformation of East London as a result of the 2012 Summer Olympic and Paralympic Games. Government and event organisers use legacies of urban renewal to justify hosting the worlds leading sports mega-event, this book examines and evaluates those legacies. The London Olympics and Urban Development: the mega-event city is composed of new research, conducted by academics and policy makers. It combines case study analysis with conceptual insight into the role of a sports mega-events in transforming the city. It critically assesses the narrative of legacy as a framework for legitimizing urban changes and examines the use of this framework as a means of evaluating the outcomes achieved. This book is about that process of renewal, with a focus on the period following the 2012 Games and the diverse social, political and cultural implications of Londons use of the narrative of legacy.

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