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Mega-events (MEs), and in particular sport-based mega-events, provide those involved in their development and delivery with the opportunity to modify the image of the host, both domestically and internationally. Glasgow, host of the 2014 Commonwealth Games (CG), is no exception. For example, although image, in the context of MEs, is not always easy to control (e.g. Smith, 2005), issues highlighted in the Glasgow Candidate File (CGCS, 2006), amongst many others, focus on how the CG can be...

Find out more online

Poster printed on 25/10/2025 Study expires on 23/06/2014

More info

by scanning the QR code or visiting the URL

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