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The sociocultural legacy of the 1988 Seoul Olympic Games

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Abstract

The belief that elite sport and its mega events act like behemoths trampling over all before them is widely held, not least in the culture industries. But how accurate is this view and what contradictory evidence, if any, can be cited? In order to answer these related questions, this article examines the legacy of the 1998 Summer Olympics, held in Seoul, South Korea. This study is based not only on a review of existing relevant literature but also on a series of interviews conducted with prominent figures from the

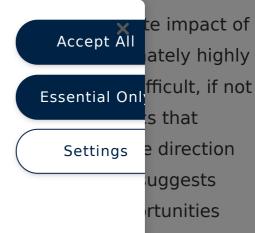
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