

Globalizing Sport: National Rivalry and International Community in the 1930s by Barbara Keys (Cambridge, Massachusetts: Harvard University Press, 2006), 274 pp. Reviewed by Gordon MacDonald, The University of Western Ontario, London, Ontario, Canada.

At the beginning of the 21st century sport is a common language spoken and culture lived around the world. Moreover, for many sports, the manner in which people engage in them is similar no matter where they are played. Thus, when people from one area of the world play sports with people from other areas, they all have common expectations of how the competitions will unfold. Notwithstanding differences of language, culture, politics, religion, and economic systems, people accept a standardized process for engaging in sports together. A century ago, this state of affairs did not exist. In *Globalizing Sport* Barbara Keys does an excellent job of explaining how this current state of affairs came to be.

Keys demonstrates that the process began in the latter stages of the 19th century, and later developed more quickly and fully in the two decades between World Wars I and II. She focuses upon several key nations, sporting organizations, and events that took sport from a local, national, and regional existence to one that was international and then, ultimately, global. She argues persuasively that The United States, Germany, the Soviet Union, the International Olympic Committee, International Sport Federations, and the Olympic Games of 1932 and 1936 played important roles in taking sports global. *Globalizing Sport* is assiduously researched, drawing on copious amounts of secondary and primary sources in at least four languages from archives in North America, Germany and Russia. Furthermore, it is a very clean volume with few errors. However the few minor quibbles present detract but little from a fine book that won the North American Society for Sport History's annual award for best original volume published in 2006. As well, Keys book gained distinction as the best "Olympic book" as awarded by the International Society of Olympic Historians in 2007.

Structuring the book more or less chronologically, Keys begins by painting an extremely broad picture of the rise of modern sports in the late 19th and early 20th century and relates how this form of physical culture eventually trumped its competitor in Europe, nationalist-oriented gymnastics, to become, by the mid-twentieth century, a global phenomenon. Before turning to the nation-states, Keys provides an excellent overview of the rise of international sport organizations during the last decade of the 19th century and the first two of the 20th. While a variety of organizations came into being and exerted their influence over sports during this period, the two most significant entities proved ultimately to be the Fédération Internationale de Football Association (FIFA) and the International Olympic Committee (IOC). Anchoring these organizations firmly within their historical period, Keys shows how they developed and grew within a broader international milieu in which numerous non-governmental organizations with internationalist and cosmopolitan goals were formed.

Achieving levels of success that other organizations could only look upon and envy, FIFA and the IOC consolidated control over what became the first global sporting events in the 1930s, the World Cup and the Olympic Games.

Today, three quarters of a century later, even if we take the fantastic claims by global television networks about Olympic Games viewership with the proverbial grain of salt, the quadrennial summer extravaganza is possibly the global event that, for some two weeks plus every four years, is noticed, shared, consumed, observed, and critiqued by more people than any other (excepting, notably, FIFA's World Cup). The Olympic Games and the symbols connected therewith are among the most recognized in the world. In recent years nearly all nation-states and other 'not-yet' or 'hope to be' nation-states clamour to send their representatives. While this state of affairs may be somewhat taken for granted now, it was not always the case. The games did not spring fully formed into the global sphere like some sporting Athena from the head of a Coubertinian Zeus. After some fits and starts, the Games expanded with a vengeance in the inter-war years with the help of some of the major nation-state actors of the era. In *Globalizing Sport*, Barbara Keys does much to explain how the Games began their move to global prominence by examining the contributions of the United States, and Germany to their expansion in the 1930s. Likewise, with football, the Soviet Union began to move away from its isolationist stance in the 1920s to engage in international relations through sport.

The book contains treatments of the approaches used by three great powers in the 1920s and 1930s as they responded to the modern Olympic Games and to international football as the nascent to paramount expressions of international sport. The United States (Los Angeles) and Germany (Berlin) hosted the Olympic Games in the 1930s and Keys provides an interpretation of how each of these locales used the Games for particular purposes. (For example, Keys notes that the Germans learned from the Los Angeles organizers and applied and amplified that knowledge to make their own games more spectacular.) The Soviet Union did not host the games, nor did it even send any athletes to compete in them during the 1920s and 1930s. However, Keys offers a convincing argument that they were well on their way to abandoning their self-imposed international isolation from the Olympic Games by the end of the 1930s, particularly through their engagement in football.

Keys argues that these great powers, while using the Olympic Games and football for their own national purposes, also accepted a level of internationalism required by the sporting organizations (the International Olympic Committee and the International Sport Federations) that controlled the sports. Hence, the suggestion that the influence ran solely in one direction - in the sense that the great powers were able to use the Games to promote national ideologies, beliefs or agendas without themselves being influenced by the ideologies promoted by the creators and supporters of the Games - is to miss a significant

aspect of the growth of international sport in the early 20th century. Keys posits that even the Nazis were unable to impose their ideology with impunity upon the Games in Berlin. Rather, they were forced, however briefly, to appease the Olympic leaders and to conform (or appear to conform) to the internationalist and inclusive ideals promoted by the IOC – ideals which even the latter itself did not always follow that closely.

Keys' arguments concerning the influence of internationalist and inclusive ideologies on these great powers via the Olympic Games are convincing – even given the fact that the Soviets did not actually make it to the Games until 1952. Her position raises additional questions: why did these powers and others accept the dictates of organizations such as the IOC and key international sports federations? In an era in which states struggled to make the League of Nations work, organizing committees in Los Angeles and Berlin followed the directions of an unelected group of men running what amounted to a club. There appear to have been no significant thoughts of challenging the IOC (unlike the earliest years of the century when the IOC did face challenges as to whether it should be the organization in charge of choosing the locations for the Games and deciding upon the program of events). By the 1920s nation-states accepted that the IOC ran the Olympic Games and agreed to play by its rules rather than challenging it.

Likewise FIFA was firmly in control of the World Cup. While giving up sovereignty to a supra-national body such as the League of Nations was problematic (indeed a non-starter for a significant number of countries), the Great powers willingly went along with the IOC and FIFA and their internationalist ideologies. Was this because they did not think sport worth the effort of controlling themselves? Did they foresee similar organizational problems that plagued the League of Nations? These questions may go beyond the boundaries Keys set for herself in this book. However, that additional questions remain suggest that Keys has, in fact, done her job well in explicating the rise of global sports events since her work will prompt fellow scholars to consider the implications of this rise for our understanding of global international relations during the 20th century.



*Nazi Games: The Olympics of 1936* by David Clay Large (New York: W. W. Norton & Company, 2007), 407 pp. Reviewed by Matthew P. Llewellyn, Pennsylvania State University, University Park, Pennsylvania, USA.

In *Nazi Games: The Olympics of 1936* author David Clay Large, a historian of modern Germany and author of numerous texts on Nazi Germany, uncovers the intricate relationship that exists between international sport and politics. As Large demonstrates, this relationship was forcefully accentuated during the