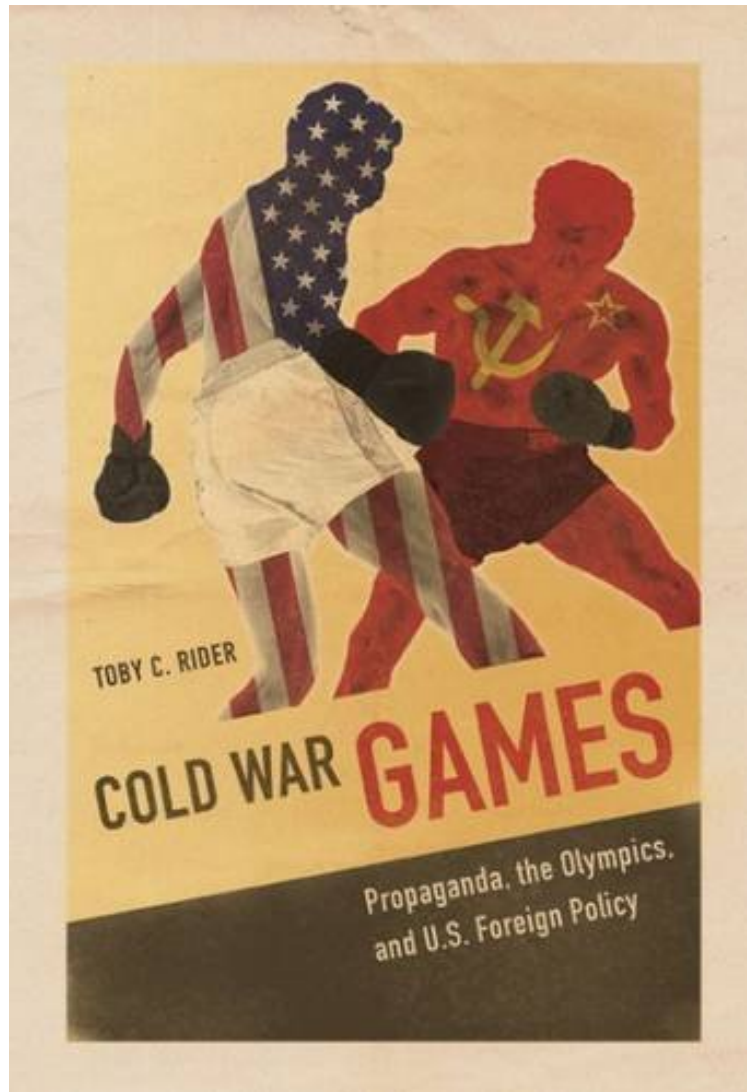


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Cold War Games: Propaganda, the Olympics, and U.S. Foreign Policy (Sport and Society)

Toby C Rider

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Toby C Rider : Cold War Games: Propaganda, the Olympics, and U.S. Foreign Policy (Sport and Society) before purchasing it in order to gage whether or not it would be worth my time, and all praised Cold War Games: Propaganda, the Olympics, and U.S. Foreign Policy (Sport and Society):

It is the early Cold War. The Soviet Union appears to be in irresistible ascendance, and moves to exploit the Olympic

Games as a vehicle for promoting international communism. In response, the United States conceives a subtle, far-reaching psychological warfare campaign to blunt the Soviet advance. Drawing on newly declassified materials and archives, Toby C. Rider chronicles how the US government used the Olympics to promote democracy and its own policy aims during the tense early phase of the Cold War. Rider shows how the government, though constrained by traditions against interference in the Games, eluded detection by cooperating with private groups, including secretly funded émigré organizations bent on liberating their home countries from Soviet control. At the same time, the United States appropriated Olympic host cities to hype the American economic and political system while, behind the scenes, the government attempted clandestine manipulation of the International Olympic Committee. Rider also details the campaigns that sent propaganda materials around the globe as the United States mobilized culture in general, and sports in particular, to fight the communist threat.

The scholarship is immensely impressive. There is nothing in the literature of the early Cold War that competes with this book. Rider convincingly makes the case for the secret role of the U.S. government in international sports.--Robert Edelman, author of *Serious Fun: A History of Spectator Sports in the USSR*