

South Africa's World Cup A LEGACY FOR WHOM?

This groundbreaking book provides a critically informed analysis of the impact and legacy of mega-sporting events through the lens of South Africa's 2010 FIFA Soccer World Cup and its associated developmental paradigm. It challenges mainstream thinking and mega-event praise singers by providing concrete evidence to show that this sporting spectacular was little more than a front for massive accumulation and extraction of wealth, alongside increased sporting and socio-economic inequality.

Contributors to this volume examine the sports accumulation-complex, economic promises, construction companies, trade unions, strikes, international solidarity, the struggle to trade, sex work, climate change, as well as case studies on the building of individual soccer stadiums.

Eddie Cottle is the regional policy and campaign officer of the Building and Wood Workers' International (BWW) for Africa and the Middle East.

'This is a timely reminder that the 2010 World Cup nation-building illusion in fact disguised a reality of greed, elite enrichment and nepotism – and left us with a terrible financial hangover.'

– *Terry Bell, columnist at Independent Newspapers, Business Report, and Independent economic/labour analyst*

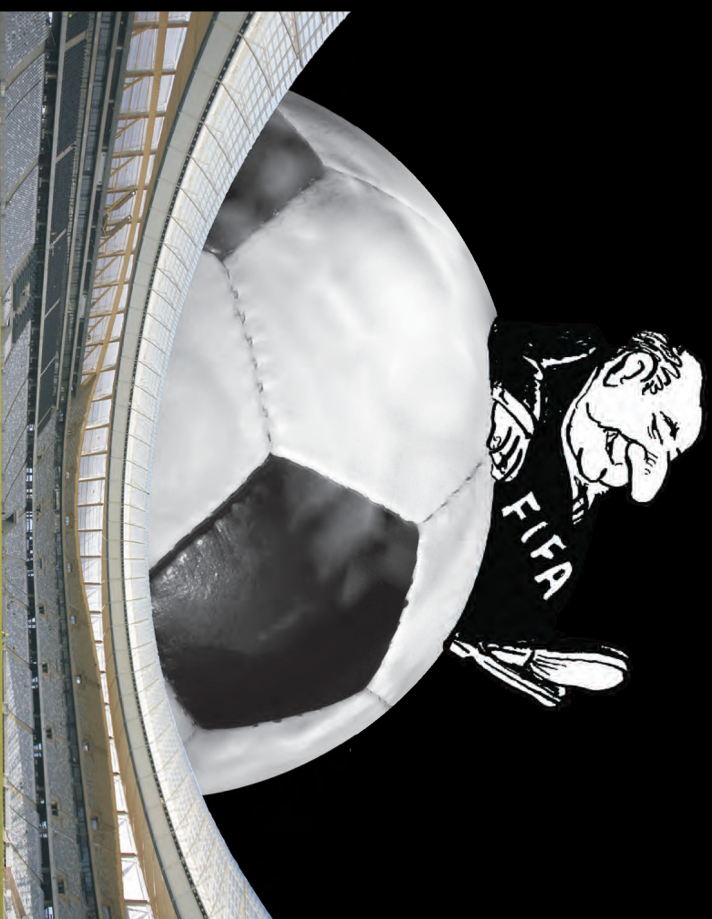
Contributors: African Eye News Service, Aisha Bahadur, Michael Blake, Patrick Bond, Eddie Cottle, Monell Hlatshwayo, Pat Horn, Dale T. McKinney, Vivienne Mentor-Lali, Joachim Merz, Vasco Pedrina, Tony Roshan Samara, Michelle Tsai and Tristen Taylor. Cartoons by Zapfro.



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South Africa's World Cup

A Legacy for Whom?

Edited by
Eddie Cottle

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‘This book is an enlightening detailed analysis of the neoliberal capitalist agenda of FIFA and of many prominent forces that supported the World Cup in South Africa. This four-yearly football spectacular is exposed as the ultimate in the commodification of sport, when a clique of greedy entrepreneurs abuse the popularity of the code to enrich themselves and their allies in the world of transnational corporations. It is, however, also a timely warning and encouragement to Brazilian workers and their organisations to make sure that they use the global spotlight of the World Cup to maximise the growth of their unions and to dramatically improve the conditions of work of the workers of the world.’

— Neville Alexander, director, Project for the Study of Alternative
Education in South Africa, University of Cape Town

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