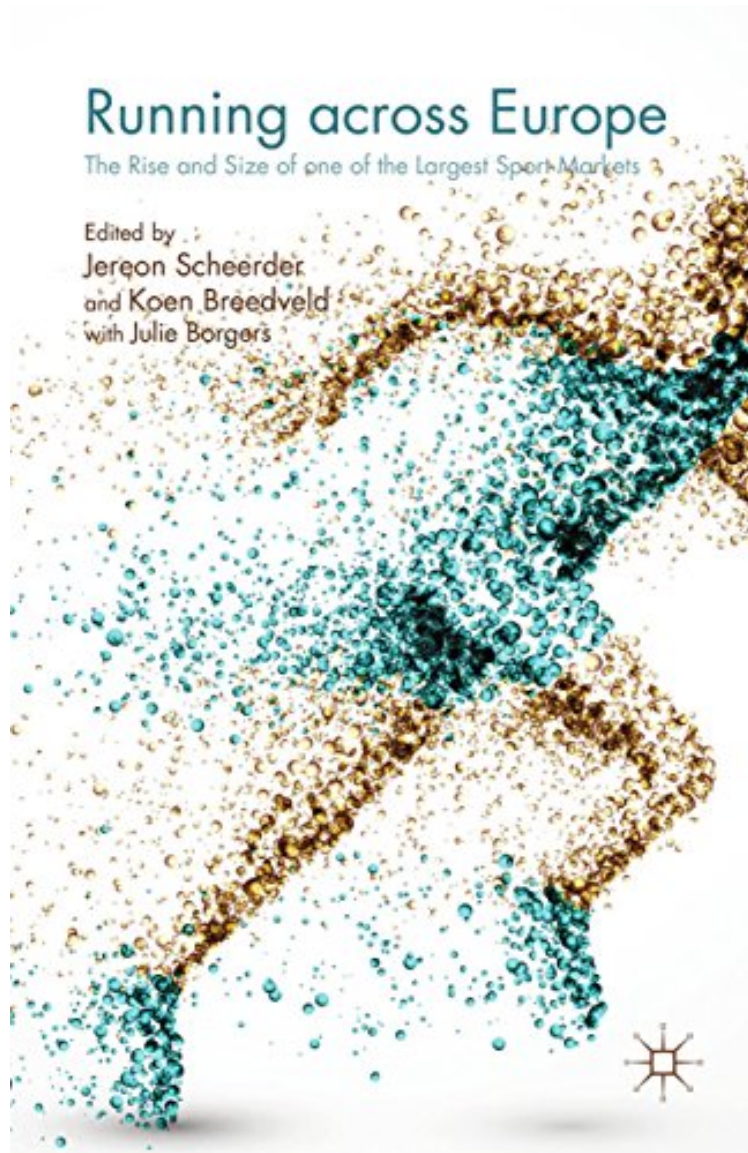


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Running across Europe: The Rise and Size of one of the Largest Sport Markets

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Analysing in-depth data from 11 European countries, this collection explores the rise of the European running market, the reasons and motives for running, and the most important players in the field. The volume sets out policy challenges and marketing possibilities and addresses issues of participation, cost and health.

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