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Abstract

My independent study is how sports affect the global economy and perception of countries. I have been specifically focused on the Olympics and the FIFA World Cup. The countries I have been looking at are Brazil and Russia. Both of these countries are trying to bolster their image around the globe while opening their countries up to tourism. Thesis: Worldwide sport events, such as the Olympics and FIFA World Cup, are essential to the global economy because they improve the Soft Power of a country and allow a countries economy to grow; which in return aides the worldwide economy.