

Olympic Movement should learn value of promiscuity after Putin lesson during Russian "Decade of Sport"

Sports

Posted by:

Posted on : 2018/7/9 11:33:35

In this "Big Read" editorial commentary for the Inside the Games website, ITG Chief Columnist David Owen lays out what he believes are the lessons to be learned from the changes that nation states – and empire building personalities – have made as they threw billions of dollars into sports spectacles.

By [David Owen](#) [pictured], Sunday, 8 July 2018 It began with a speech on 4 July in 2007 in Guatemala and it will end with handshakes, disappointment, joy and presentation of a small gold trophy in Moscow's Luzhniki Stadium on 15 July 2018. Russia's "Decade of Sport" might have worked out okay for the man who delivered that speech in heavily-accented English in the Central American backwater: President Vladimir Putin, progenitor of New Russia, looks as securely ensconced in the Kremlin as ever, more than 18 years after he first moved in. But for the world of sport, first and foremost the International Olympic Committee (IOC), it has been little short of a disaster, a cautionary tale illustrating the wisdom of that homely but time-honoured dictum about not putting all your eggs in one basket. [hellip;] [https://www.insidethegames.biz/article ...g-russian-decade-of-sport](https://www.insidethegames.biz/article...g-russian-decade-of-sport)