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*Ben Weinberg*

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Football is the most popular sport in the world. Globalisation and commercialisation of the game, however, have created new conflicts and challenges. This book explores the role of the Asian Football Confederation (AFC) within the rising significance of football in Asia, drawing on three key theoretical perspectives: globalisation, neo-institutionalism and governance, as well as comprehensive data from interviews and archive material. It explores the organisational structure of AFC, its decision-making processes, relations with other actors, and policies put forward. To understand the specificities AFC has faced in its 60-year history, the broader historical, political, economic, socio-cultural and geographic contexts of football in Asia are taken into account.

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