



## *Chapter 4*

### *It's a Small World: The Global Game*

One morning during my 2006 World Cup Germany journey, I woke up early and wandered down the street looking for something to eat.

The only places open were bakery and coffee shops with massive strudels and pastries but none of them served meat. When things seemed completely lost, a familiar smell wafted through the air. Then the distinctive sign of a KFC franchise. The familiar smell of fried chicken beckoned to me. It was an easy decision to make. The hot wings tasted just like they would back in Tampa or Las Vegas or anywhere else in the USA. The German version went one better with a cooler of beer sitting in the corner.

Dave Tennian, best friend and traveling companion, followed the same path to the same result. Hot wings and

beer at nine the morning of a U.S. Soccer game versus Ghana. Germany was unlike anywhere we'd been before but so much was familiar. We ate a fair share of local favorites but there was a strange attraction to going to McDonald's for an authentic "Royale with Cheese" and Wal-Mart for chips and sodas.

### *Sports and the Global Economy: Follow the Money*

The long reach of the corporate world isn't limited to the World Cup. The Community Shield is the annual kickoff to the English Premier League season pitting the winner of the past seasons League Championship against the FA Cup winner.

The 2007 edition brought an interesting twist from a spectator's standpoint. On the signboard of Wembley Stadium and the sleeves of Manchester United and Chelsea players was the famed Golden Arches of the McDonald's Corporation. The icon of American capitalism met the icon of English sports history. This was the equivalent of McDermott's Fish & Chips having logos at Yankee Stadium and on the Yankees and Red Sox uniforms for a playoff game. So why is Mickey D's halfway around the globe in support of English soccer? Now McDonald's patches are standard on the sleeves of EPL teams.

Successful major corporations can't afford the luxury of isolating themselves from the rest of the world spouting patriotic rhetoric like the average sports fan. Money is