



Chiselbury Publishing

Fast Tracks and Dark Deals

How Sport Became Business and Business Became Sport

Michael R. Payne

Description

The autobiography of one of the last standing insiders, 'Fast Tracks and Dark Deals', is a surgical dissection of the business of sport and its evolution over the past fifty years from a cottage industry to a trillion-dollar business.

Fast-paced and edgy, it profiles the characters and events that gave birth to the sports biz.

Along the way, readers encounter dazzling highs and sobering lows, as wars, scandals, and economic crises threaten to pull the whole spectacle apart.

The story is told from a seat close enough to hear the whispers in the corridor yet distant enough to see the broader patterns, the fragile alliances, the unexpected friendships, and the bold ideas that reshaped global sport.

'Fast Tracks and Dark Deals' offers unique business insights from someone who was a major player in many of them, who knew everyone and has been everywhere in the labyrinth of world sport, even its dark corners.

The final part provides a telling and perhaps unsettling prediction for the next fifty years.

Forewords from

Dr Thomas Bach, IOC President, and Bernie Ecclestone, F1 Supremo.

Biography

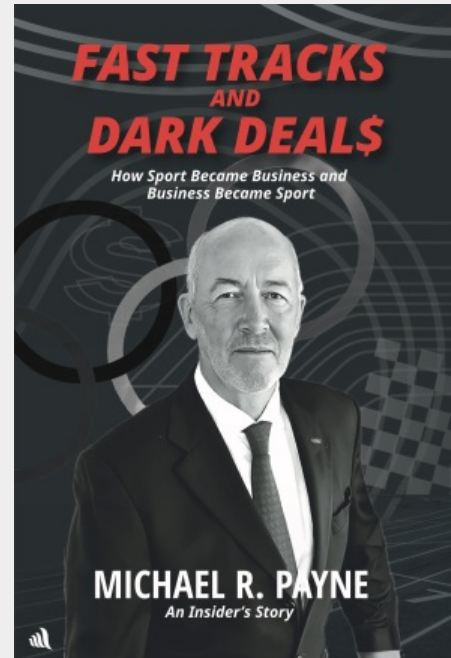
Michael Payne was nominated as one of the world's most influential marketers by *Advertising Age*. He has spent the past forty-five years at the forefront of the global sports marketing industry. Hired as the IOC's first marketing director, Michael helped oversee the transformation of the Olympics from bankruptcy to a billion-dollar brand. After twenty years, he moved to F1 as Special Advisor to Bernie Ecclestone.

Michael has run his own global boutique advisory group for the past two decades, negotiating some of the industry's biggest deals. He is highly regarded as one of the most transformative executives within the sporting industry. He is regularly sought after by the world's media from *BBC* and *CNN* to the *Financial Times*, known for his provocative comments. In 2022 the IOC awarded Michael the prestigious Coubertin Medal for services to the Olympic Movement.

Reviews/Endorsements

"Michael Payne is one of the most influential figures of modern sports business." — *Financial Times* "A fascinating account of the world of international sports politics." — *The Times* "Olympic intrigue and financial vision." — *Associated Press* "An insider's account of more than five decades at the intersection of sport, commerce and politics." — *Financial Times* "An up-close look at the big names and blockbuster negotiations that shaped modern sport." — *Associated Press* "An electrifying saga... an historical contribution of serious magnitude." — *Journal of Sports History* "There is simply no one better qualified to write such an insightful and authoritative book." — *Olympic Historic Journal* "Explosive... an excellent book." — *The Sports Ambassador Podcast* "Required reading for Olympics and F1 devotees." — *Sports Business Journal* "At times the reader Chiselbury Publishing is a subsidiary of Mondadori Group, Limited. 14 Devonian Road, London N1 8JH, United Kingdom. Telephone: +44 (0)20 7703 5272. Email: info@chiselbury.co.uk web: www.chiselbury.co.uk would not put it down." — *LawInSport* "The Bible for students and Olympic Marketing Model." — *Sport Connect* "Payne is widely credited with architecting the modern Olympic marketing model." — *Snow Industry News* "A fast-paced, razor-sharp dissection of the deals, wars and scandals that defined the past fifty years." — *Snow Industry News*

Advance Information



Publication date: 17 November 2025

153 x 230mm

652 pages

978-1-916556-75-1

Hardback £25.00

Thema

DNBS1: Autobiography: sport

SCX: History of sport

SCBG: Sports governing bodies

Keywords