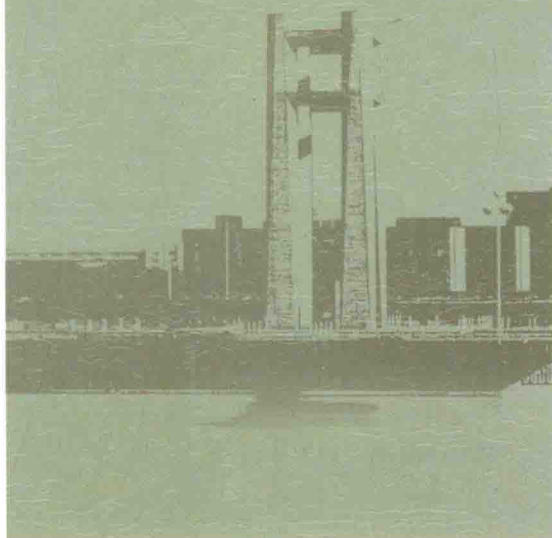


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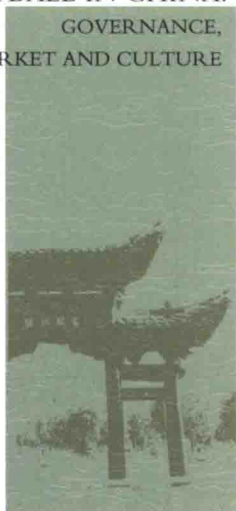


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List of Abbreviations

AAU	Amateur Athletic Union
ABA	American Basketball Association
ABC	American Broadcasting Company
ACSF	All – China Sports Federation
AEG	Anschutz Entertainment Group
AHL	American Hockey League
ATV	Asia Television Limited
BAA	Basketball Association of America
BRI	Basketball Related Income
CBA	Chinese Basketball Association
CBAL	Chinese Basketball Association League
CBALC	Chinese Basketball Association League Committee
CBCF	Chinese Basketball Culture Forum
CBCRC	Chinese Basketball Culture Research Center
CBMC	Chinese Basketball Management Center
CCP	Chinese Communist Party
CCTV	China Central Television
CEO	Chief Executive Officer

CFA	Chinese Football Association
CNDSC	Central National Defense Sport Club
CSA	Chinese Streetball Association
CUBA	Chinese University Basketball Association
CUBSL	Chinese University Basketball Super League
CYL	Communist Youth League
DBA	Dongguan Basketball Association
DNT	DuMont Television Network
ESPN	Entertainment & Sport Program Network
FDI	Foreign Direct Investment
FIBA	International Basketball Association
FIFA	Fédération International de Football Association
GAS	General Administration of Sport
GDP	Gross Domestic Product
IABF	International Amateur Basketball Federation
IBSL	Iranian Basketball Super League
IMG	International Management Group
IOC	International Olympic Committee
ISF	International Sports Federation
JBL	Japan Basketball League
KBL	Korean Basketball League
LDS	Labour and Defense System
MLB	Major League Baseball
MNE	Multinational Enterprises
MVP	Most Valuable Player

NBA	National Basketball Association
NBC	National Broadcasting Company
NBDL	NBA Development League
NCAA	National Collegiate Athletic Association
NFL	National Football League
NGO	Non – Governmental Organization
NHL	National Hockey League
NSP	North Star Project
OEM	Original Equipment Manufacturer
PCACSF	Preparatory Committee for the All – China Sports Federation
PLA	People’s Liberation Army
PRC	People’s Republic of China
SLB	Super Basketball League
SPCSC	State Physical Culture and Sports Commission
TNC	Transnational Corporations
UN	United Nations
WNBA	Women’s National Basketball Association
WTO	World Trade Organization
YMCA	Young Men’s Christian Association

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