

Editorial Upon introducing its beverage to China in the fifties, Coca Cola asserted that the nation's tea ceremonies would soon give way to its beverage, uniform in quality and taste, efficiently distributed via vending machines. Since the fifties, we have experienced, enjoyed or suffered many such marketing campaigns, which contributed to the world's state of constant flux.

As for the newsletter, it is not averse to change. Quite on the contrary. Reactions to our new design which was introduced in the previous issue have been mainly positive and we also welcome your reactions to this issue. Whereas Tanja Chute has recently left as newsletter editor, looking to the future we are pleased that Thomas Lindblad will join us as Insular Southeast Asia editor per 1 October.

China's hosting of the 2008 Olympics, is a milestone event for commercial enterprise in China. As a topic for research, these Olympics and the Football World Cup earlier this year render this issue's theme 'Sports in Asia' quite timely. Theme editor, Wolfram Manzenreiter provides us with a collection of articles in a pristine field of research. A field of research giving unique insights into the makings of society.

To return to beverages and tea, we are no staunch supporters of tea ceremonies and prefer a world with both beverages and tea. Proven by the scope of research, events, concerns, and insights which we continue to touch upon, the IIAS Newsletter wants to be a platform for Asian Studies in the broad sense and I hope that in this issue we have once again succeeded in that respect. ◀ ***Maurice Sistermans***