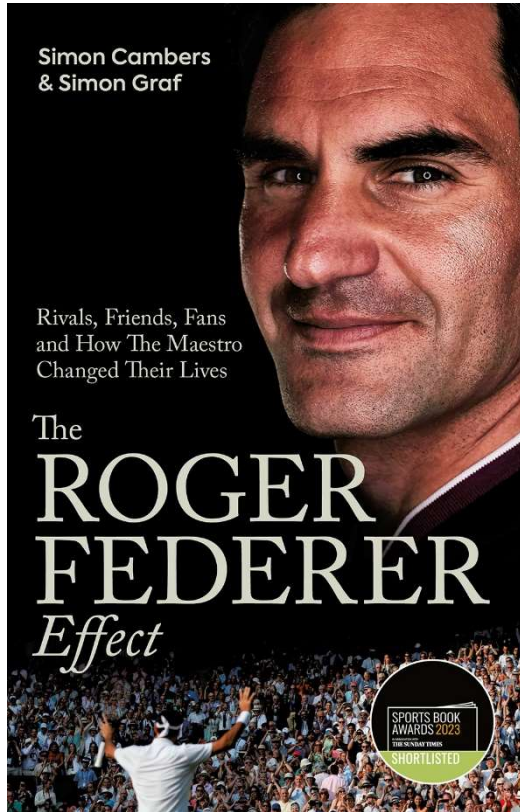




## Title information



### The Roger Federer Effect

Rivals, Friends, Fans and How the Maestro Changed Their Lives

By Simon Cambers and Simon Graf

#### Key features

- Updated paperback edition of the acclaimed book, which tells the Roger Federer story in a unique way, through the eyes of rivals, friends, fans, coaches and celebrities
- Explains how Federer transcended tennis and sport to reach so many people in all walks of life, from politics to music, and in some cases changed their lives
- Features more than 40 exclusive interviews, including Federer's former coach Paul Annacone
- Colour photo section, including pictures provided by the interviewees themselves
- Simon Cambers and Simon Graf are well-known tennis journalists who have covered Federer's entire career
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

*The Roger Federer Effect* tells the story of the world's most famous tennis player in a fresh, innovative way – through the eyes of his friends, rivals, coaches, fans and many others who have been drawn to him as he blazed a trail and transcended the sport. In a glorious career spanning more than two decades, Federer won 20 Grand Slam titles – including eight at Wimbledon – and more than 100 tournaments worldwide, taking the game to a new level and becoming the most popular player the sport has ever seen. As he enters retirement, more than 40 personalities from inside and outside tennis reveal the special place Federer holds in their lives. Through exclusive interviews, they explain the Roger Federer phenomenon. As much as his deeds are important, it is also the intimate details that really make a person who they are. *The Roger Federer Effect* reveals them in fascinating and often previously untold anecdotes.

#### Details

Publication: 1 January 2024  
Price: £14.99  
ISBN 13: 9781801503839  
Format: 216mm x 138mm  
Binding: Paperback  
Extent: 288 pages  
Category: Tennis

Trade Orders to:

Macmillan Distribution (MDL),  
Cromwell Place, International Business Park,  
Lime Tree Way, Basingstoke, Hampshire RG24 8YJ

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