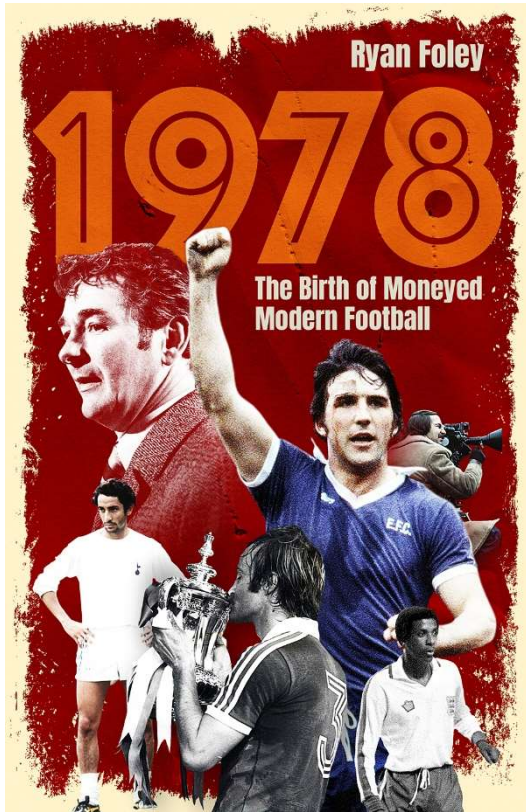




Title information



1978

The Birth of Moneyed Modern Football

By Ryan Foley

Key features

- Month-by-month retelling of an entire year in English football – from the first division to the fourth division and from the FA Cup to the Debenhams Cup
- Explores the developments that laid the roots for the modern version of the sport
- Highlights football's first black and foreign stars
- Delves into the off-pitch decisions, specifically the ITV television deal and the ruling regarding EEC players
- In-depth examinations of players, managers, clubs, matches and rivalries
- Ideal for the 'nostalgia merchants' in love with 1970s English football
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

1978: The Birth of Moneyed Modern Football is the tumultuous yet captivating story of a year when new clashed with old, madness gave way to genius and innovation collided with custom. It's a story of two remarkable matches – one blackened by violence, the other a landmark victory – but just as importantly of everything that happened in between. Maverick stars, revered trailblazers, famed managers, legendary trophy-winning sides, apocalyptic showdowns and developments that changed the fabric of the game all feature: from Britain's first black footballing icons, to the signing of World Cup-winning Argentineans, to England's TV channels fighting for the rights to matches, to the European Economic Community announcing that footballers would have the freedom to play in whichever of the nine member countries they wished. 1978 heralded the dawn of a new age, with football plotting a course towards becoming the global behemoth it is today.

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