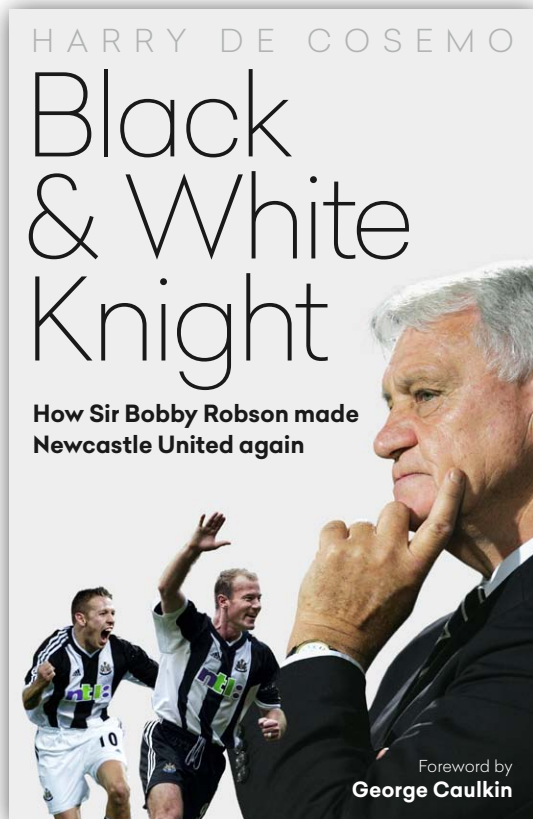




Title information



Black and White Knight

How Sir Bobby Robson Made Newcastle United Again

By Harry De Cosemo

Key features

- First-hand tales from players and coaches who witnessed the workings of Sir Bobby Robson and his turnaround
- Details of how the team went from the depths of a relegation battle all the way to Camp Nou and the San Siro, before a rather abrupt ending in 2004
- Details of Sir Bobby's biggest achievement outside of football and in later life, his cancer foundation
- Foreword by George Caulkin, Sir Bobby's ghostwriter, *The Athletic* journalist and patron of his charity
- Colour photo section including pictures of the best players and biggest matches of Sir Bobby's reign
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Black and White Knight: How Sir Bobby Robson Made Newcastle United Again is a story of rebirth and redemption. Fractured, disillusioned and second bottom in the Premier League, the Magpies were heading one way under Ruud Gullit: down. The magic of Kevin Keegan's 'Entertainers' era was a distant memory, but in September 1999, Sir Bobby Robson, a son of County Durham, returned home and became a catalyst for change. Talisman Alan Shearer was smiling and scoring, and everyone was dreaming again. Three years later, Newcastle qualified for the Champions League, where they went toe-to-toe with the likes of Inter Milan, Barcelona and Juventus, making history on an amazing journey and playing a brand of football full of energy, verve and attacking intent. A genius in man-management, Sir Bobby's experience and aura gave the club its soul back; *Black and White Knight* details how he mended divisions and massaged egos to make Newcastle everyone's second favourite team once again.

Details

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