



Title information



AFC Bournemouth, the Fall and Rise

The Astonishing Rags to Riches Tale of the Premier League's Smallest Club

By Neil Meldrum

Key features

- An insightful account of a small football club's rise to the top division of English football
- Underlines the achievement of previously inexperienced manager Eddie Howe
- Exclusive interviews with Howe and key players, including Steve Fletcher and former captain Tommy Elphick
- Written by sports journalist Neil Meldrum, former sports editor and deputy editor of the *Bournemouth Daily Echo*
- Colour photo section includes images of the club's promotion seasons in 2010, 2013 and 2015
- In-depth publicity campaign, including press serialisation and planned signings with Eddie Howe

Description

AFC Bournemouth: The Fall and Rise is the ultimate rags-to-riches football story, exploring how a small lower-league club on the south coast fought back against all the odds to reach the riches of the English Premier League. With fascinating insights from renowned manager Eddie Howe and all the key players, the book reflects on the club's day of destiny against Bolton Wanderers in April 2015, when Premier League promotion was secured just six years after the club almost went out of existence. Former captain Tommy Elphick candidly reveals how Howe plotted the Cherries' route out of the Championship, while club legend Steve Fletcher tells the emotionally charged story of his return – and the goal in 2009 that halted the club's slide into non-league. Howe, meanwhile, provides amazing detail into how he took a club on the brink to the top of the beautiful game.

Details

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Trade Orders to: LBS Ltd
Faraday Close, Worthing BN13 3RB

Telephone: 01903 828905
Fax: 01903 828802
Email: team4@lbsltd.co.uk
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