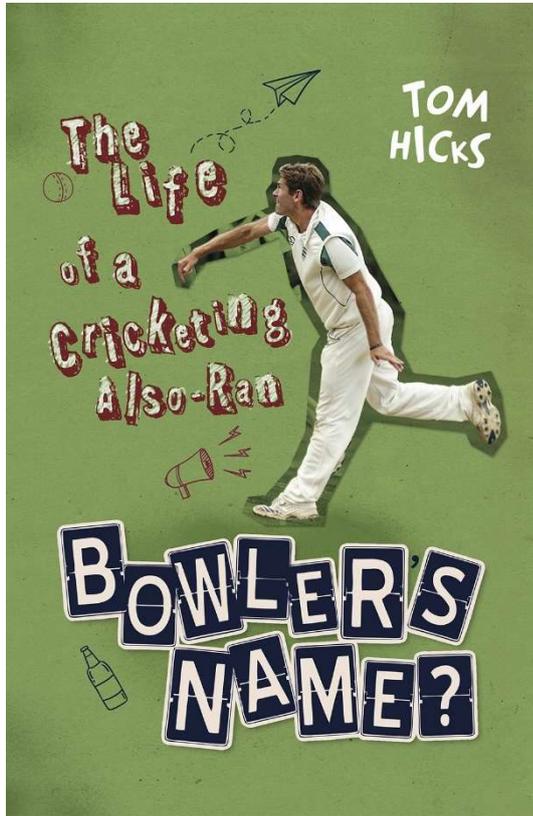




Title information



Bowler's Name?

The Life of a Cricketing Also-Ran

By Tom Hicks

Key features

- Sardonic, self-deprecating first-person account that will interest cricket fans and historians as well as general sports fans
- Written in an anecdotal style that lends itself to serialisation or extract-based publicity
- Will benefit from endorsements from well-known international cricketers
- UK tour to coincide with cricket season, plus plans to market internationally in Hong Kong and Australia, including through The Grade Cricketer podcast
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Bowler's Name? is a tale of a life in cricket's margins. Tom Hicks is no household name, but he often rubbed shoulders with cricketing royalty, going from the village green to walking out as captain at Lord's. As an ambitious youngster, Hicks dreamed of reaching the top. But trying to make it big and balance the demands of university, family, a full-time job and a penchant for post-match fun was no easy feat. Settling for an unglamorous life as a minor county player, cricket took him to all corners of the country, and then across the globe, getting an insight into the nether regions of a cricketing world that was rapidly vanishing. Through the eyes of a cricket nut, *Bowler's Name?* takes us on a journey of success, failure, hilarity and often sheer madness. If you've ever wondered what it's like to face 90mph bowling, to have lunch with Mike Gatting or to infiltrate an England post-match party, Hicks is your man. *Bowler's Name?* is for fans of cricket idiosyncrasies, lovers of the underdog and anyone who has tried and failed.

Details

Publication: 26 April 2021
Price: £16.99
ISBN 13: 9781785318412
Format: 222mm x 144mm
Binding: Hardback
Extent: 352 pages
Category: Autobiography, Cricket

Trade Orders to:

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

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