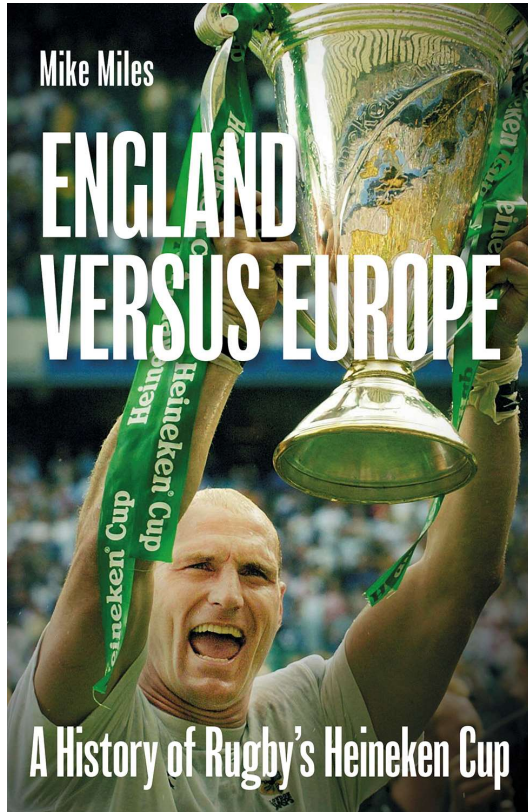




## Title information



### England versus Europe

A History of Rugby's Heineken Cup

By Mike Miles

#### Key features

- Provides a full season-by-season history of the Heineken Cup, but just as importantly it covers what happened off the field
- The competition's history has been littered by fights between the clubs and their national associations and the organising body
- The Heineken Cup was launched in the summer of 1995, but English and Scottish clubs were forbidden from taking part – it was the first competitive rugby union cross-border competition
- The cup has grown to become a stepping stone to international rugby, with the final played in front of full houses in major stadiums across Europe, yet recent rugby histories make only passing reference to it
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

*England versus Europe* tells the fascinating story of the Heineken Cup. It recounts how European club rugby travelled from Cardiff Arms Park to Marseille via Bilbao, Newcastle and many major European rugby stadiums in between. The Heineken Cup was launched in the summer of 1995 to provide a professional cross-border competition, but English and Scottish teams could not take part. Back in 1995, were we really sure that the concept of European club rugby would ever catch on and culminate in a final in front of a packed stadium? Probably not. But the European tournaments have put the club and provincial game in Europe virtually on a par with international rugby. The book gives a season-by-season history of the Heineken Cup as well as accounts of what went on off the field.

#### Details

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