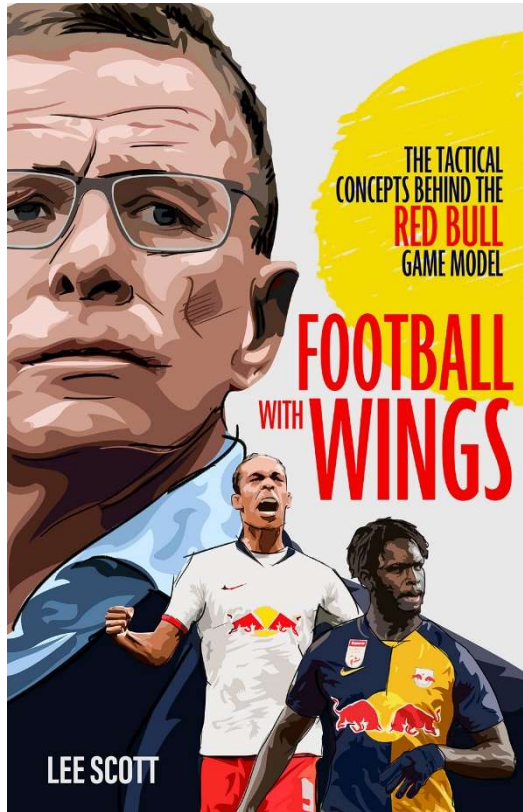




## Title information



### Football with Wings

The Tactical Concepts Behind the Red Bull Game Model

By Lee Scott

#### Key features

- Breaks down the key tactical concepts of the Red Bull game model and the way they use this model at various clubs
- A straightforward read that will simplify and explain in detail the important aspects of why Red Bull teams play the way they do, with detailed diagrams to illustrate the concepts discussed
- Find out how different coaches at the teams in the Red Bull group augment the underlying game model with their own personal touches
- Lee has a wealth of experience as a scout, opposition analyst and consultant for teams across Europe and works as lead analyst at Total Football Analysis; he's written three other analysis books on Guardiola, Klopp and Bielsa
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

One of the most fascinating narratives in football from the last 15 years has been the meteoric rise of the Red Bull stable of clubs. While the company known for its energy drinks was well established in extreme sports, it was not until its move into Austrian football and the birth of Red Bull Salzburg that it established a presence in the footballing world. Further investment saw Red Bull sides emerge in Germany, America and Brazil as the brand made rapid inroads into football. But Red Bull's impact on the game runs far deeper than its marketing focus, spilling over into the game model of its clubs. Led by the ever-innovative Ralf Ragnick, we saw the creation and evolution of what is now known as 'the Red Bull Way' as coaches and players are taught to play in a very specific style. This book explores the evolution of the game model – from its inception under Ragnick to what we see today. Football analyst Lee Scott lifts the lid on the Red Bull system, breaking down its concepts and tactics to reveal how they work on the pitch.

#### Details

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