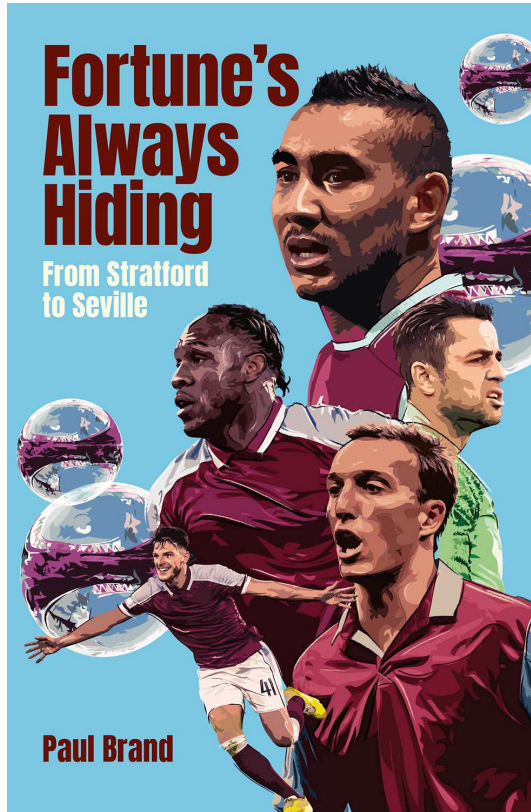




Title information



Fortune's Always Hiding

From Stratford to Seville

By Paul Brand

Key features

- Contemporaneous take on all things West Ham – from popcorn to pitch invasions, Covid to cat kicking
- First overview of the club's modern history, charting the post-Boleyn years
- Fan's-eye view that everyday supporters can relate to (and argue with) irrespective of their team
- Charts a fascinating period in football, taking in fit and proper owners, the Leicester fairy tale, VAR, corporate greed, Covid lockdowns and the Three Lions renaissance
- Colour photo section captures memorable moments
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

A football season ticket is one hell of a commitment! It's okay if you're guaranteed a good time – sexy football and three points a la Manchester City – but supporting a club of West Ham's stature is a marriage of convenience. As Paul Brand puts it, 'We tolerate inadequacies and accept that we're stuck with one another, through good times and bad.' In *Fortune's Always Hiding*, Brand takes us through the Hammers' recent history, with a fan's-eye view that reads like 'The Secret Diary of a West Ham Fan Aged Forty and Three-Quarters'. Chronicling a turbulent few years, from the final days at Upton Park to a European semi-final, this captivating account will resonate with anyone whose happiness is unwisely invested in the fortunes of their favourite team. Taking in fit and proper owners, the Leicester fairy tale, VAR, corporate greed, Covid lockdowns and the Three Lions renaissance (which has similarly teased success without delivering), this book is a must for Hammers devotees and anyone else who finds themselves disillusioned with the modern game but in too deep to ever give it up.

Details

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