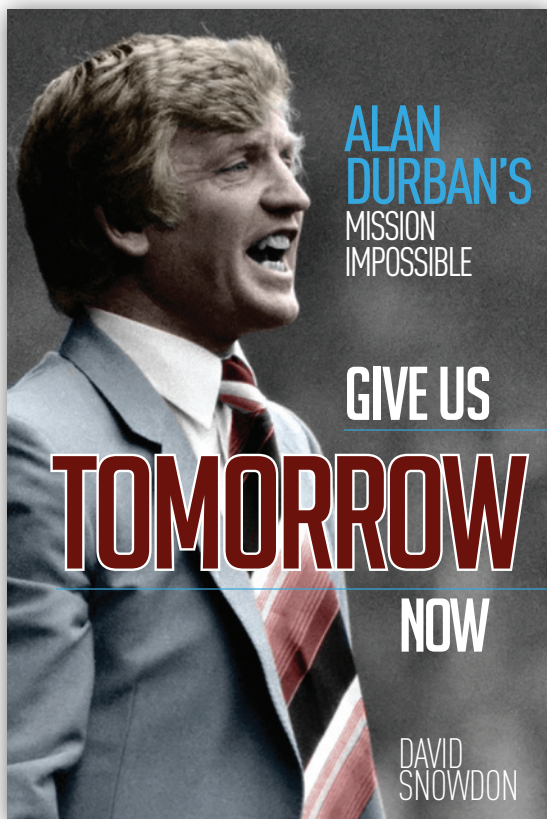




Title information



Give Us Tomorrow Now

Alan Durban's Mission Impossible

By David Snowdon

Key features

- Engaging and deeply researched narrative of a gifted football manager's arduous battle to build the foundations for sustained success
- Set amidst an evocative 80s backdrop, the story features first-hand accounts and contributions from the players
- The myth of the notorious 'If you want entertainment, send for clowns' media sound bite is finally exploded
- Written by David Snowdon, winner of the prestigious British Society of Sports History Aberdare prize in 2014
- Colour photo section to accompany the text, complete with rare images
- Publicity campaign planned together with local media coverage and book launch

Description

Give Us Tomorrow Now offers an entertaining and powerful narrative of a manager striving to satisfy legions of fanatical supporters and an impatient boardroom. Success and stability had long proven elusive objectives for Sunderland managers attempting the task of 'waking the sleeping giant'. In the summer of 1981, a new dawn shimmered as Alan Durban was persuaded to relinquish his comfortable Stoke post and enter the white heat of North East football mania. This disciple of Brian Clough battled to lay enduring foundations and find an on-field blend amidst constant boardroom interference and an intense media spotlight. A restless hierarchy failed to back their manager's judgement, and the lack of a cup run heightened boardroom impatience to boiling point. The book explores Durban's long-term vision and strategy – and how, heartbreakingly, his embryonic 'tomorrow team' would never be granted the chance to reach maturity.

Details

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