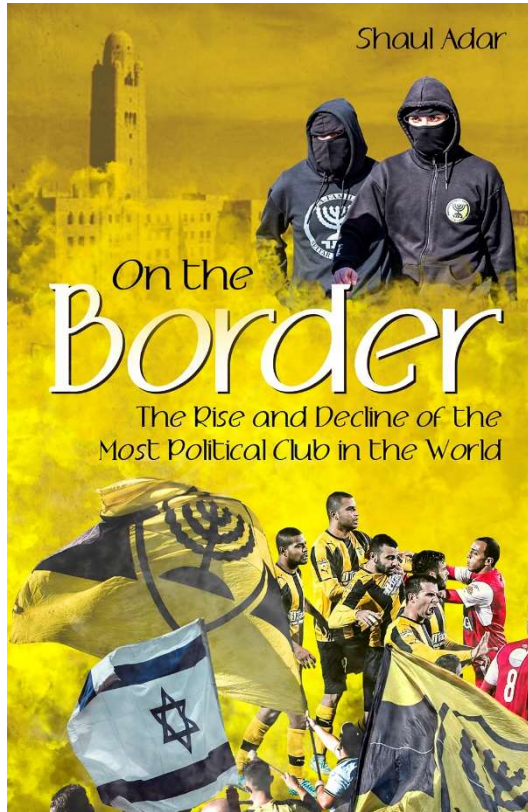




## Title information



### On the Border

The Rise and Decline of the Most Political Club in the World

By Shaul Adar

#### Key features

- Incredible story of Beitar Jerusalem, the world's most politicised football team – a cautionary tale of radicalisation and its price
- Reveals how the club became the most popular in Israel and was then consumed by racism
- Meticulously researched by a former Jerusalemite, it brings the story of the city and its history, holiness, complexities, differences and tastes to life
- Filled with interviews with past and present Beitar key figures, Israeli society experts and fans trying to save the club
- The story of Beitar is also the story of the city, the Israeli right wing and the country – if you understand Beitar Jerusalem, you will understand 21st-century Israel
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

In December 2020, an Israeli football club made worldwide headlines. The news that a UAE royal had bought 50 per cent of Beitar's shares shook Israel and the football world. Beitar, proclaimed by some of its own fans as 'the most racist club in the country', is a club like no other in Israel. While Israeli football as a whole is a space where Israelis of all ethnicities and foreigners can co-exist, Beitar won't even sign a Muslim player for fear of its own far-right supporters' group, La Familia. *On the Border* is the fascinating tale of a club that began as a sports movement of a liberal national Zionism party and became an overt symbol of right-wing views, Mizrahi identity and eventually hardcore racism and nationalism. The book explores the radicalisation of Beitar and the fight for the soul of the club between the racists and open-minded fans. It is also a story of Jerusalem, the most volatile place on Earth, and how the holy city and the influence of religion have shaped Beitar.

#### Details

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