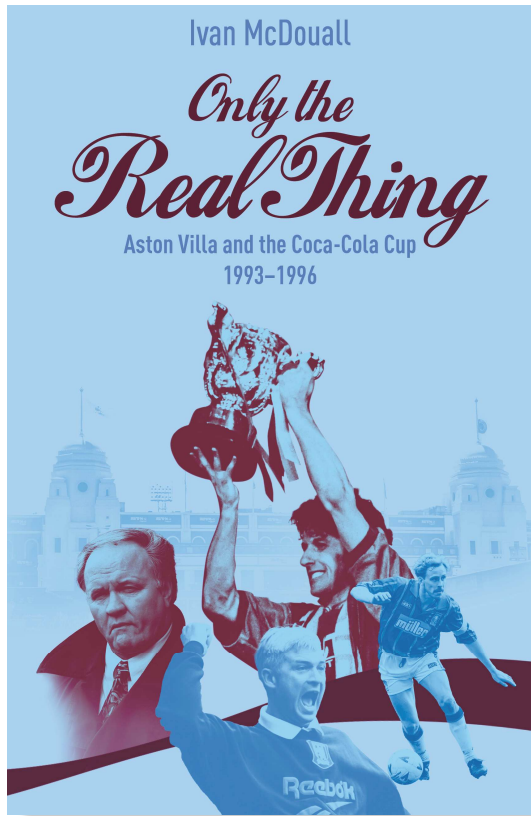




Title information



Only the Real Thing

Aston Villa and the Coca-Cola Cup 1993–1996

By Ivan McDouall

Key features

- Deep dive into the 1993/94 Coca-Cola Cup campaign and win under Ron Atkinson, followed by a second victory in 1995/96 under Brian Little
- Explores the style of both managers and the culture they instilled and developed
- Examines the players and squads and how they changed in the 1993–96 period
- Reveals what the cup campaigns tell us about Aston Villa's transition into the new Premier League world
- Places the cup wins in a wider context to help the reader understand Villa's status and progress since that time
- Colour photo sections help to bring both Coca-Cola Cup-winning campaigns to life
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Relive the glory years of Aston Villa's last two major trophy triumphs with this celebration of the Coca-Cola Cup wins of 1994 and 1996. The English footballing landscape was shifting dramatically and Villa found a way to position themselves at the forefront of that shift with two League Cup wins over three seasons. Despite the proximity of the wins to one another, much was different – in terms of two contrasting managers and very different squads – each time. These victories were emblematic of the wider changes in the post-Premier League world. The book dissects the two cup-winning campaigns with a deep dive into the matches, players and management teams, while telling a wider story of the transitional shift towards modern football. *Only the Real Thing* is an inspirational tale of a pivotal moment in the modern history of Aston Villa Football Club, which remains a landmark time for a generation of fans.

Details

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Telephone: 01256 302692
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