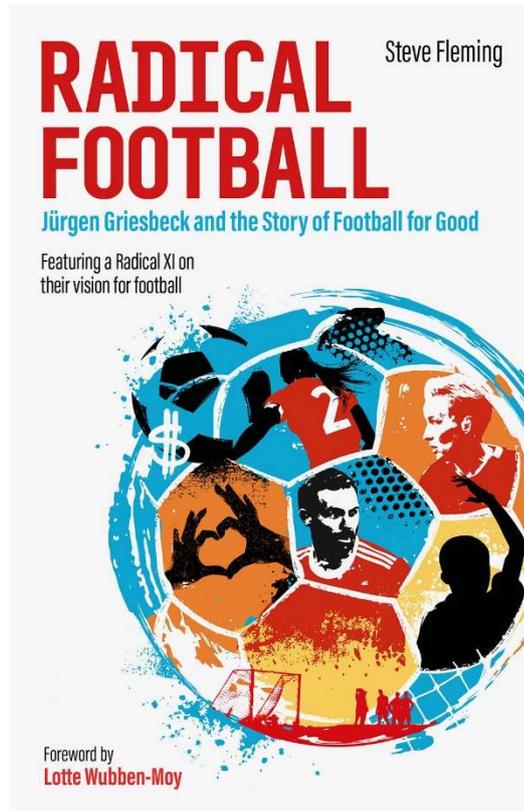




Title information



Radical Football

Jürgen Griesbeck and
the Story of Football for Good

By Steve Fleming

Key features

- Gripping true story of football's power for social change, presenting a future with purpose at the heart of the game
- Jürgen Griesbeck is a leading global innovator, named World Economic Forum European Social Entrepreneur of the Year 2011
- Written in collaboration with Juan Mata, Common Goal co-founder, World Cup winner and Man United player
- Contributions from a Radical XI including Serge Gnabry, Dale Vince, Eni Aluko, Pippa Grange and Khalida Popal.
- Steve's book *Eleven* was shortlisted for the 2011 Peace & Sport Award
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines, involving many high-profile players, a global network of more than 100 organisations and an international launch event series

Description

From using football to promote peace on the gangland streets of Medellín, to building a global network of 'Football for Good' organisations, Jürgen Griesbeck is now, through Common Goal, leading transformational change across the football industry. Set up in partnership with World Cup-winner Juan Mata, and with the likes of Megan Rapinoe, Mats Hummels, Pernille Harder, Paulo Dybala, Jürgen Klopp, Casey Stoney, Julian Nagelsmann and even entire competitions and clubs already taking the one per cent pledge of earnings – Common Goal aims to reconstruct football's role in society and put purpose, - people and the planet - at the heart of the game. This incredible story of one of the world's leading social entrepreneurs captures Jürgen's passion, drive and leadership, and presents a collaborative vision for the future of football, with contributions from some of the most disruptive, innovative and progressive thinkers in the game – the Radical XI. This remarkable book shows how the power of football can – and must – be unleashed for social change.

Details

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