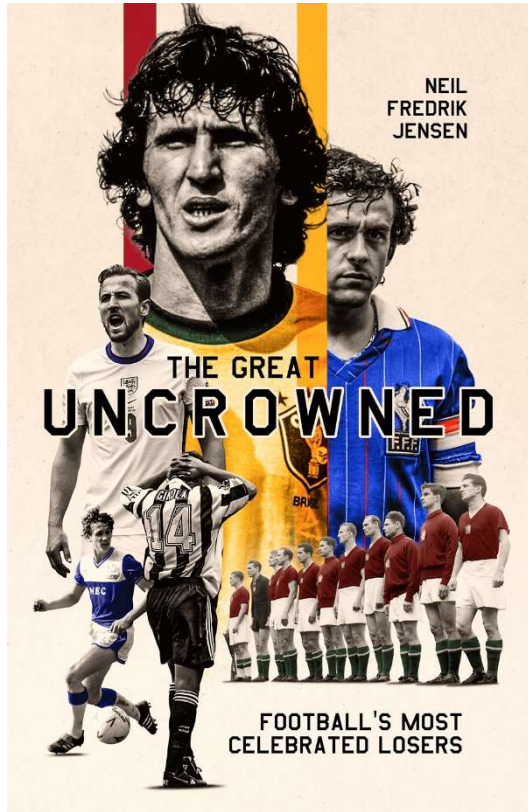




Title information



The Great Uncrowned

Football's Most Celebrated Losers

By Neil Jensen

Key features

- Stories of a broad range of football teams that came close to achieving legendary status but didn't quite make it, yet still deserve a place in football's pantheon
- Details the history and genesis of each team and their place in their environment, and looks at why each team failed in its bid for glory
- Meticulously researched and detailed accounts of the events that shaped their reputation, and includes a statistical section on each team
- Neil Jensen is a writer with extensive experience of football finance, European football and investment banking; he has written for *The New European*, *TIFO Football*, *Football Weekends*, *World Soccer* and the *Non-League Paper*
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

The Great Uncrowned: Football's Most Celebrated Losers is the story of football's ultimate bridesmaids, those clubs that were good enough to win the major prizes but, for various reasons, didn't. In an age when victory is all too often viewed as the be all and end all, this book celebrates the teams that were beaten by bad luck, limited resources or an outstanding set of players. From early 20th-century runners-up from Lancashire and Wales to flamboyant teams from Europe and South America, near-misses can be found anywhere in the world. Some have been forgotten, pushed aside by the elitist nature of modern football. Others have passed into history and are rarely revisited. As well as reviving the exploits of great players and impressive teams, *The Great Uncrowned* also provides context around the development and social position of each side and asks if football needs a structure that provides more winners and fewer losers.

Details

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