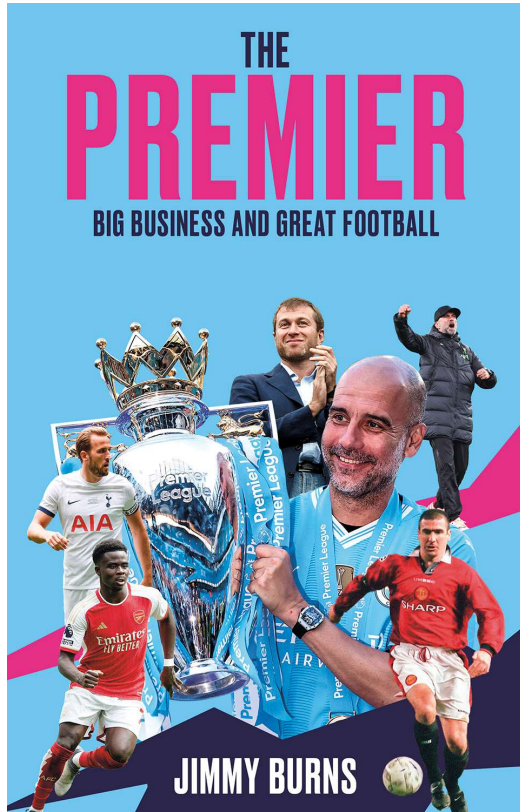




Title information



The Premier

Big Business and Great Football

By Jimmy Burns

Key features

- Fascinating deep dive into the history and evolution of the Premier League
- Explores the good and the controversial from Wenger's innovative Arsenal and Ferguson's golden years through to the Guardiola-Klopp rivalry and Arteta
- Covers a diverse range of subjects: from tragic memories, tribal hymns and hooliganism to controversial foreign ownership and alleged breaches of fair-play rules
- The activism of a new generation of male and female players and TV pundits: from Marcus Rashford's schools meals to the girl power of the Lionesses and Gary Lineker
- The minnows that took on giants: from the miracle of 'the Bees' to the improbable 'Foxes'
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

The Premier: Big Business and Great Football explores the history and evolution of the world's most popular football league. Discover the curiosities and stand-out moments of the greatest Premier League clubs as well as fascinating stories of the owners, managers, players, fans and chroniclers who have lit up England's top-flight league for 30-plus unforgettable years. From Wenger's Arsenal and Ferguson's Manchester United to the Guardiola-Klopp rivalry and Arteta, from tragic memories, tribal hymns and hooliganism, to controversial overseas owners and alleged breaches of fair-play rules, this is the Premier League in all its colour and complexity. Penned by an award-winning Anglo-Spanish writer, the book also highlights the contributions of Spaniards and other non-English players. Delving beyond the purely anecdotal, this is a lively, illustrative, incisive, enlightening and entertaining account of one of the world's greatest sporting institutions.

Details

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