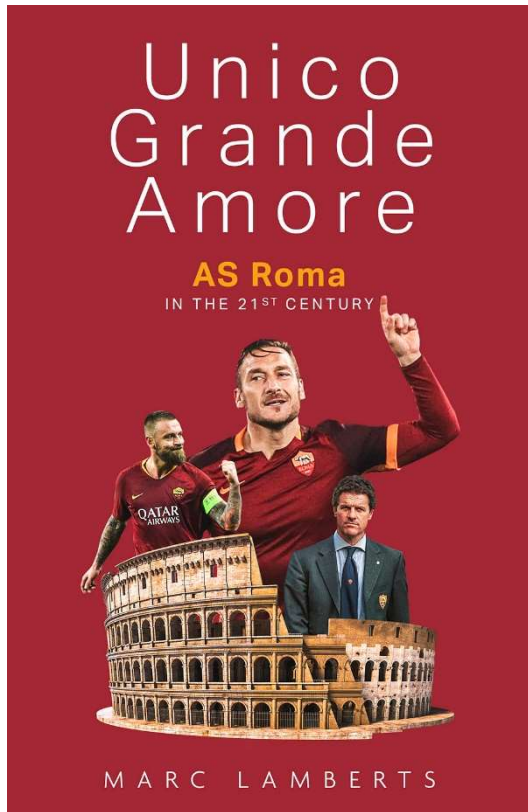




## Title information



### Unico Grande Amore

AS Roma in the 21st century

By Marc Lamberts

#### Key features

- Cultural history of Rome incorporated with the enthralling story of AS Roma
- Celebrates the club's achievements in domestic leagues and cups as well as in Europe
- Captures the 'religious' experience of following AS Roma and their legends
- Vivid account of the rivalry between AS Roma and SS Lazio
- Charts how AS Roma supporters started a global movement to keep traditions in football
- Features fascinating interviews with prominent AS Roma watchers and Roman historians
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

*Unico Grande Amore: AS Roma in the 21st Century* is the historical, mythological and fascinating story of one of the world's most popular football clubs, Italy's AS Roma. Although not the most successful club in Serie A, Roma are one of the biggest and have been a pioneer in fan movement, social media awareness and honouring their heroes. At the end of the 20th century, the famous comeback against FC Barcelona gave Roma a cult status that has lasted into the age of digitisation and new media. The club entered the 21st century with aspirations of winning the Scudetto along with glory in Europe. Roma won the Scudetto in 2001 and marked the occasion with a mammoth celebration led by the songs of Antonello Venditti, which helped cement their place in Serie A folklore. Since the days of the Roman Empire, Rome has been a city of great significance, and that legacy lives on in a sporting sense through AS Roma.

#### Details

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