



Title information



West Ham United

From East End Family to Globalised Fandom

By Jack Fawbert

Key features

- First book to examine the globalisation of West Ham United's fanbase and seeks to answer the question 'Why West Ham if you are not a Cockney?'
- Based on extensive research among fans and supporters' groups at home and abroad, Jack is a long-time West Ham supporter and experienced sociologist
- He has written extensively on West Ham for chapters in *The Bountiful Game?*, *Race, Ethnicity and Football* and *London 2012 and the Post-Olympic City*
- This book will appeal to football academics, West Ham fans and football fans in general
- Colour photo section depicts West Ham's history and supporters' groups from across the globe
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

West Ham United: From East End Family to Globalised Fandom is the story of the evolution of West Ham. It charts how a works football team was transformed into a club that represented east London's working classes, only to be transformed again in the late 20th and early 21st centuries into a global brand with supporters in every habitable place on Earth. Starting as the Thames Ironworks Ltd works team, they changed their name to West Ham United in 1900, shortly before moving to the Boleyn Ground in Upton Park. For nearly a century they were supported by local working-class men from across the East End of London until a series of economic, social, cultural, geographical and technological changes brought the club a global fanbase. Through surveying West Ham United fan groups across the world, this book attempts to explain this phenomenon and to get a sense of what the club means to those who originally came from the East End, as well as to those who have no biographical connection to the area.

Details

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