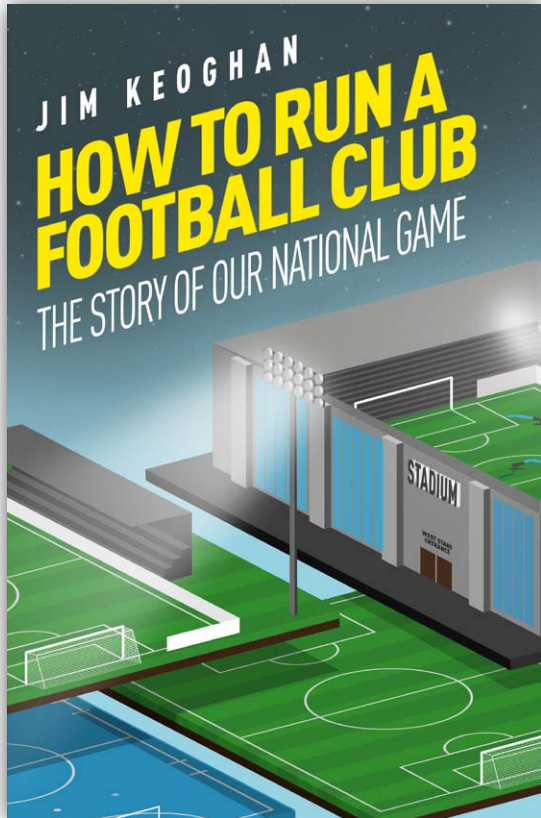




# Title information



## How to Run a Football Club

The Story of Our National Game

By Jim Keoghan

### Key features

- Explores English football today through a journey up the pyramid, from grass roots to the Premier League
- Uncovers the stories of those who keep the national game alive: the owners, the fans, the armies of volunteers
- Delves into the growth of women's football, walking football and esports – how is football evolving?
- Examines what makes a good football club – including what works and what doesn't
- Investigates how money – and sometimes a lack of it – is changing football at all levels
- Latest book from the critically acclaimed author of several football titles including *Punk Football* on fan ownership
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

### Description

*How to Run a Football Club* is the story of our national game. Told through a journey up the pyramid, from the muddy pitches and ramshackle changing rooms at grass-roots level to the glitz and glamour of the Premier League, the book explores that common theme that links the game at all levels – the simple love of the sport. It's there in the volunteer coaches who give up their Saturday mornings to teach kids how to play, the non-league club secretaries trying their best to get the pitch in good shape and the owners and investors risking their wealth in the unpredictable world of English football. *How to Run a Football Club* delves into their stories to find out what motivates the people who keep the game alive. It explores how the sport is evolving, with the growth of women's football, walking football and esports. What does it take to run a good football club? How is money, or a lack of it, changing the game? Read this book to find out.

### Details

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Telephone: 01256 302692  
Email: [orders@macmillan.co.uk](mailto:orders@macmillan.co.uk)