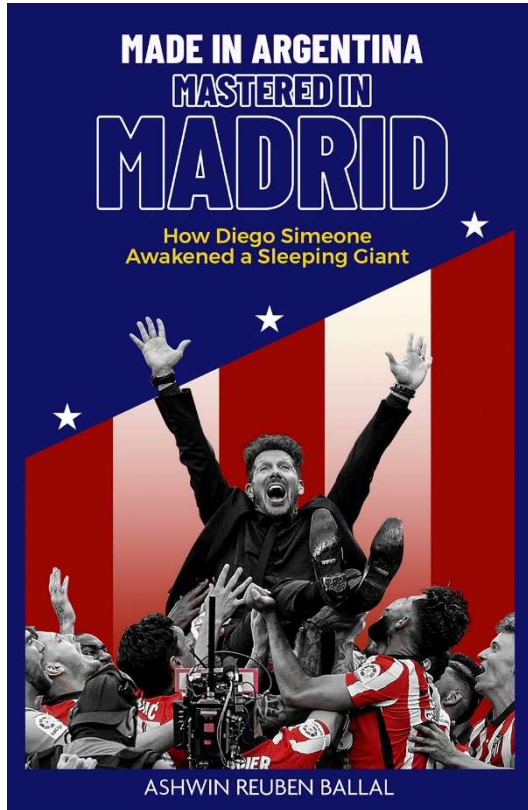




Title information



Made in Argentina, Mastered in Madrid

How Diego Simeone Awakened a Sleeping Giant

By Ashwin Ballal

Key features

- Positional breakdown of Simeone's tactics, highlighting individual player roles
- A look into Simeone's recruitment style, outlining the shrewdness required for Atlético Madrid to regularly 'punch above their weight'
- Comprehensive explanations with clear and easy-to-digest visualisations of tactical and technical concepts
- Features stories and anecdotes that highlight the spirit of Atlético Madrid as a club, showing how the side embodies the culture of its people
- Ashwin has worked in the football industry as an analyst and scout for clubs and organisations across the globe
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

When Diego Simeone entered the gates of Atlético Madrid for the third time in his career, he was the club's 17th coach in 15 years. Once a key player with the Rojiblancos, he had helped them lift the title in 1995/96. That heady moment was now a distant memory, as the side had scarcely won any silverware in the last 15 years. A mid-table team at best, having faced relegation, the red side of Madrid had fallen from the top step of Spanish football, with their fans wondering when they might once more celebrate a long run of success at the foot of the Neptune Fountain – a centrepiece for Atlético celebrations. *Made in Argentina, Mastered in Madrid: How Diego Simeone Awakened a Sleeping Giant* explores the tactics of the charismatic 'El Cholo', who has turned heads with his side's gritty, dogged style of play and built a team that embodies its people and culture. Discover how Simeone has turned things around for Atlético Madrid and helped write a major chapter in the club's illustrious history.

Details

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