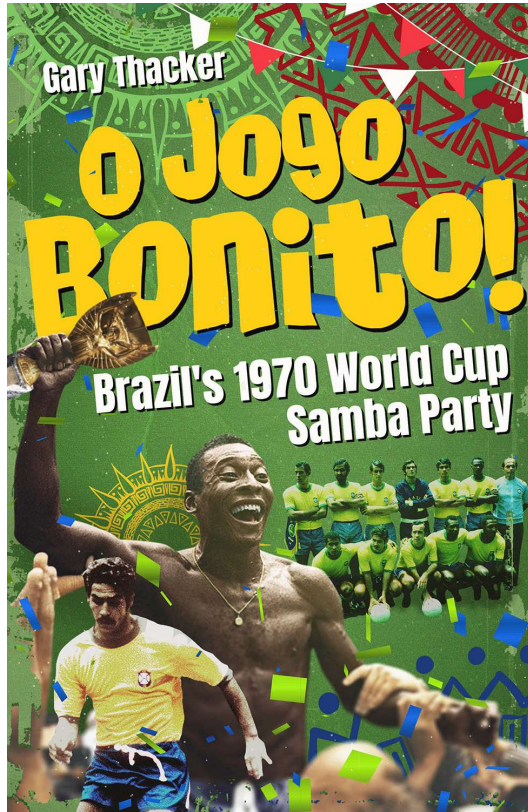




## Title information



### O Jogo Bonito!

Brazil's 1970 World Cup Samba Party

By Gary Thacker

#### Key features

- Brings the 1970 tournament to life, covering all Brazil's games in detail, and examining how the team's exploits in Mexico made them everyone's favourite side
- Covers the turbulent history of the Brazil Seleção through the 1950 Maracanazo, the ill-fated Battle of Berne in 1954 and the triumphs of 1958 and 1962, as well as 1966
- Examines the road to Mexico in detail, including how the lessons of 1966 were absorbed and led to a new, more technical approach
- Expert analysis of the inter-relationship between politics and football in Brazil is brought to bear to illustrate how the golden success became tarnished
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

*O Jogo Bonito!* is the magical story of Brazil at the 1970 World Cup, and a team that featured the incomparable skills of Pelé, Rivellino, Gérson, Jairzinho and Tostão. The 1970 World Cup was the first tournament televised live and in colour. It was also the occasion when the Brazilian *Seleção Canarinho* declared themselves to be the best team ever to lift the Jules Rimet trophy – bringing their own life and colour to the tournament. Yellow shirts as bright as the Mexican sun, blue shorts as vivid as the bright sky, and dancing feet, beating out a hypnotising rhythm that rendered opponents flat-footed by comparison. Their third success in four tournaments meant that the 12-inch-high trophy would for evermore be the property of Brazil. It was a more than fitting accolade. All teams crowned as world champions before and since, are measured against, and fall short of, the bewitching beauty of that team. It was Brazil's football in that World Cup that truly defined the phrase the beautiful game ('o jogo bonito').

#### Details

Publication: 12 February 2024  
Price: £18.99  
ISBN 13: 9781801506762  
Format: 222mm x 144mm  
Binding: Hardback  
Extent: 352 pages  
Category: Football

Trade Orders to:

Macmillan Distribution (MDL),  
Cromwell Place, International Business Park,  
Lime Tree Way, Basingstoke, Hampshire RG24 8YJ

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