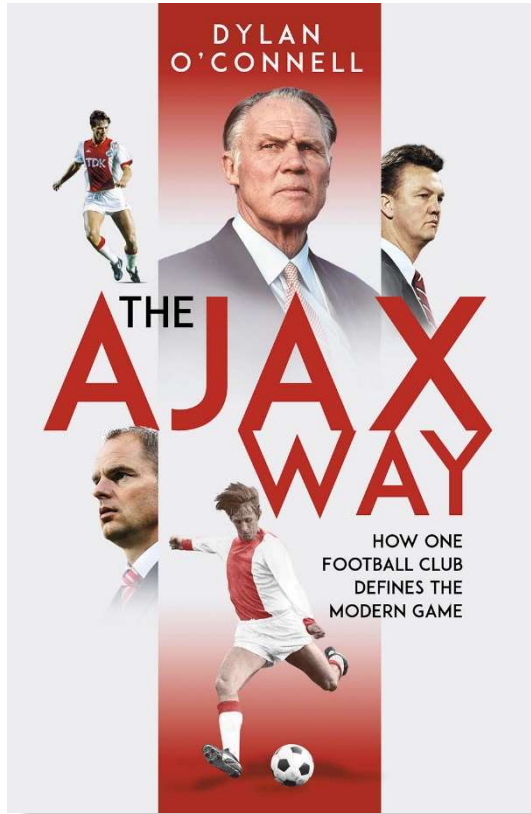




## Title information



### The Ajax Way

How One Football Club Defines the Modern Game

By Dylan O'Connell

#### Key features

- First full English history of Ajax, one of the world's most successful football clubs; it combines a philosophical examination with a social outline of the club's history
- In-depth study of the club, drawing on much of what has been written or said since the club was founded in 1894
- Will appeal to football enthusiasts and purists – particularly those with an interest in tactics and history
- Dylan O'Connell is an experienced football writer who's written for a range of publications, covering various finals and interviewed some of the biggest names on the planet
- Includes historical photographic section with a range of images spanning Ajax's 130-year history
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

In 1894 a group of friends had an idea and it led to the creation of Ajax, a football club for the people of Amsterdam. More than one hundred years later and that club has become an institution for youth development, a school of ideas that underpins the modern game and a club synonymous with the Total Football ideal. The Dutch superpower created a way of playing that is now accepted as the norm by many European titans, as well as a host of national teams. *The Ajax Way* tells the full history of the club while looking at the reaches of Total Football: the way of playing perfected by Rinus Michels and Johan Cruyff. Tracing the club's rise as a social hub for the people of Amsterdam to the creation of a team that would win three consecutive European Cups in the early 1970s, it reveals a host of footballing greats – players and coaches – who have been undoubtedly influenced by Ajax. Packed with tactical insight and social history, it is a story that spans three centuries and stretches across the globe, but at its core is Ajax and their roster of stars.

#### Details

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