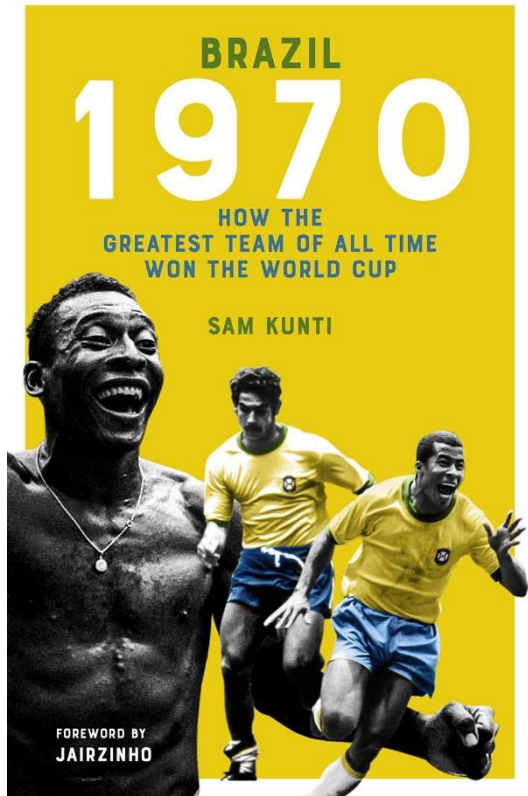




Title information



Brazil 1970

How the Greatest Team of All Time Won the World Cup

By Samindra Kunti

Key features

- The story of the greatest football team of all time will resonate across generations and continents
- Draws on rich interview material with the 1970 stars to recount the story in meticulous detail
- Personal portraits of the protagonists
- A graduate of Leuven Law School and the journalism school at Columbia University, Sam Kunti is a regular contributor to *World Soccer*, the BBC, Forbes and *Josimar*; his work has also featured in *The Blizzard* and many other publications
- Sam brings his own understanding of Brazilian football and culture to the story, having lived in Rio de Janeiro
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Brazil 1970 is the fascinating and dramatic inside story of the greatest football team of all time. Predicted to be drab and dull, the 1970 World Cup became the greatest show on Earth, with the mesmerising Brazilians at the heart of a dramatic and delirious three weeks. After their demise at the 1966 World Cup, the South Americans were no longer the masters of the game. The defenestration rattled Brazil, and left them in purgatory before they swept through the qualifiers with coach João Saldanha. Even so, the team left their home country discredited against the backdrop of a military dictatorship and the proliferation of science in the game. At the World Cup finals, Mario Zagallo and his cast of balletic players – including lodestar Pelé, the cerebral Gerson and the ingenious Tostão – ensured Brazil would forever be synonymous with the global game and a byword for style and craft. Their triumph was also the end of Brazil's golden era. The technocrats had invaded the terrain and Brazil would never again reach those heights.

Details

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