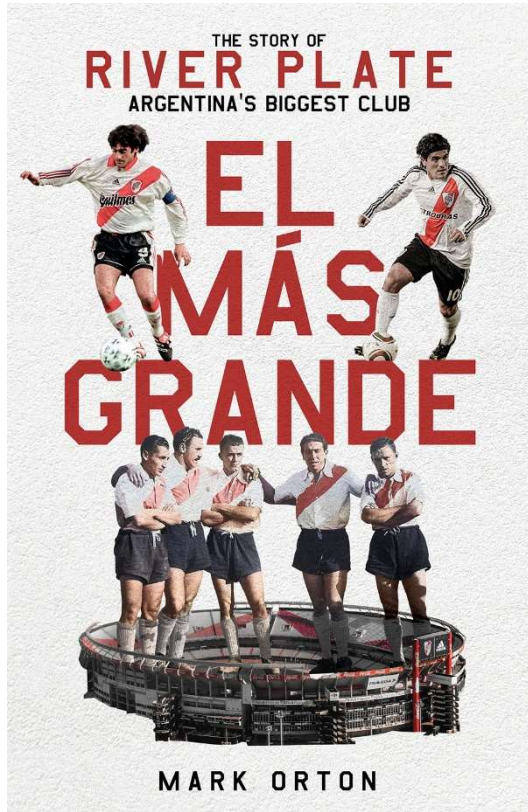




## Title information



### El Más Grande

The Story of River Plate, Argentina's Biggest Club

By Mark Orton

#### Key features

- Using club archives and period newspapers and magazines, Mark Orton gets beneath the skin of River Plate to bring us a new understanding of its history
- As well as charting River's triumphs and tribulations in South America, the book highlights lesser-known facts about the club, like being the first Argentine team to win on English soil when beating Manchester City in 1954
- Mark is an expert in Argentine football having completed a PhD at De Montfort University on its link with national identity and written about River for *These Football Times*
- Photo section brings the club's great characters to life, including José Manuel Moreno and Ángel Labruna
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

### Description

*El Más Grande* is the story of Argentina's biggest and most successful football club, River Plate. From their humble origins in the southern districts of Buenos Aires, River grew into one of the largest clubs in South America, earning the nickname 'The Millionaires' as they established themselves at the iconic Monumental Stadium. Over the years, River have propelled some of the greatest talents on the continent to fame, whilst enchanting generations of fans with their stylish play. The book journeys back to the 'máquina' team of the 1940s, arguably the most attractive club side of the pre-television era, with its fabled frontline of Moreno, Loustau, Pedernera, Labruna and Muñoz. It takes us through the great sides of the 1950s, 70s and 90s right up to the all-conquering reign of present coach Marcelo Gallardo. Along the way, we discover the great players who have worn the distinctive white shirt with the red sash – from Bernabé Ferreyra, Alfredo Di Stéfano and Enzo Francescoli to Manchester City's new signing Julián Álvarez.

### Details

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