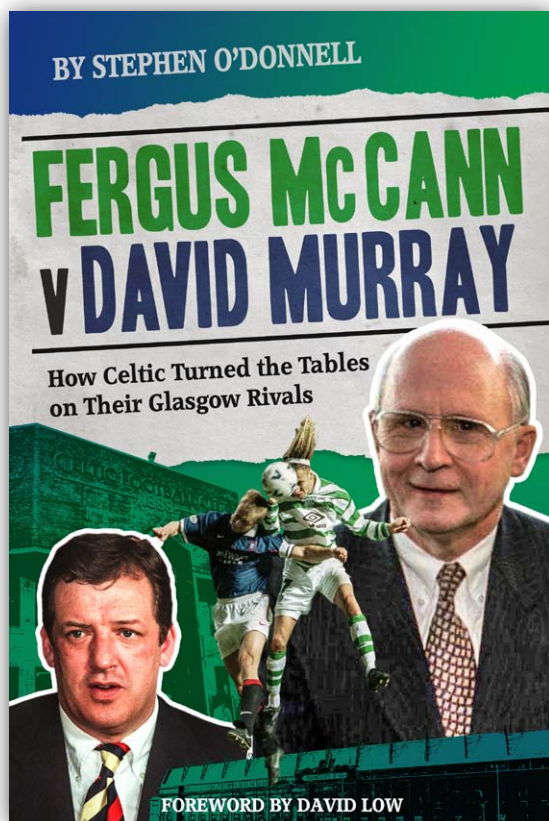




Title information



Fergus McCann Versus David Murray

How Celtic Turned the Tables
on Their Glasgow Rivals

By Stephen O'Donnell

Key features

- Celebrates the success and resurgence of Celtic FC – a 'must' for every Hoops fan
- Provides new insight into Scotland's age-old football rivalry at a time of momentous change in British football
- Forensically researched and detailed account of Fergus McCann's takeover and turnaround of Celtic FC
- Takes a critical look at the increasing power and influence of the media in the modern game
- Offers a thought-provoking exploration of the reasons for the apparent decline in the standards of Scottish football
- Publicity campaign planned including radio, newspapers, websites and magazines

Description

Fergus McCann Versus David Murray charts the changing fortunes of Glasgow's two great footballing rivals as shaped by two business moguls. Both men came to prominence in the 1990s when new methods of governance and finance were taking hold of football. At the start of the decade, under Murray's chairmanship, Rangers were the dominant force and the club went on to win a record-equalling nine consecutive league titles. Their success, however, was built on an extravagant spending strategy, which caused a financial catastrophe. Celtic, by contrast, were struggling in the early 1990s, thanks to a complacent and nepotistic board of directors. But McCann took charge of the club in 1994 and turned things around. The new owner left Parkhead having won the league, rebuilt the stadium and left his shares in the hands of supporters. It was Murray, however, who was lauded in the media throughout his tenure at Ibrox, while McCann was chastised. Ultimately, though, their legacies would be utterly different from those misleading media portrayals.

Details

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