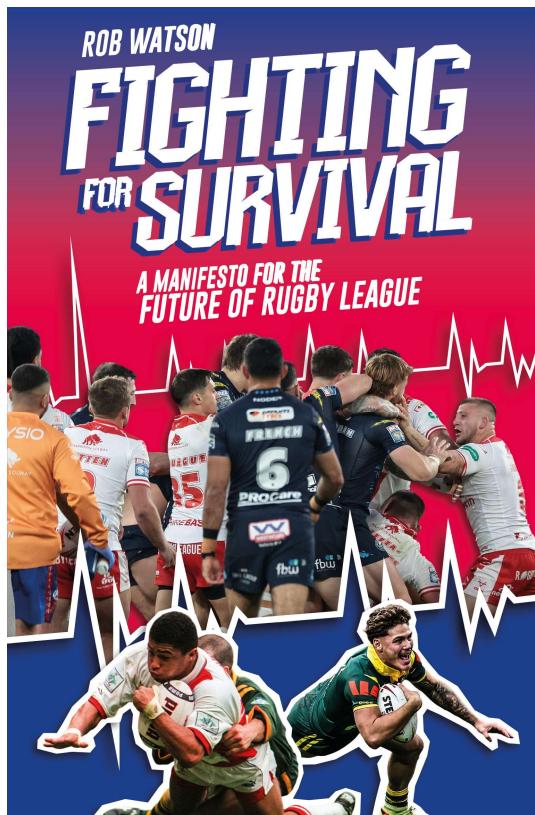




Title information



Fighting for Survival

A Manifesto for the Future of Rugby League

By Rob Watson

Key features

- Author attended a match in every round of the 2025 Challenge Cup: he writes about each game
- Gives the reader an insight to what it was like at the first ever Super League game in Las Vegas, the Super League Grand Final and the first Test in the Ashes series
- Charts the history of the game and assesses how it has survived and what has stopped it from thriving
- An insight into the thoughts of one of the all-time great players on how English rugby league can improve
- Explores how the game has been marketed and run over the years in comparison with some of the biggest and most successful sport leagues in the world, and asks what can coaches, players and fans do to help the game grow?
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Rugby league has been in an existential crisis since 1895. Just how has it survived so long, and what must it do now to stay alive and thrive? *Fighting for Survival* examines rugby league's remarkable resilience amid such obstacles as government bias, military bans and scant media coverage. Can a sport so entrenched in its working-class roots thrive in the highly commercial sporting world? Franchise systems and play-offs feature in many of the most successful sports leagues in the world. Does rugby league need to embrace and commit to both rather than longing for the old days? Could Australia, its oldest international enemy, prove to be its biggest ally? Using the 2025 season as a backdrop, this compelling book looks at rugby league's past, present and future to see how it could finally flourish in the UK and escape its perennial survival struggle.

Details

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