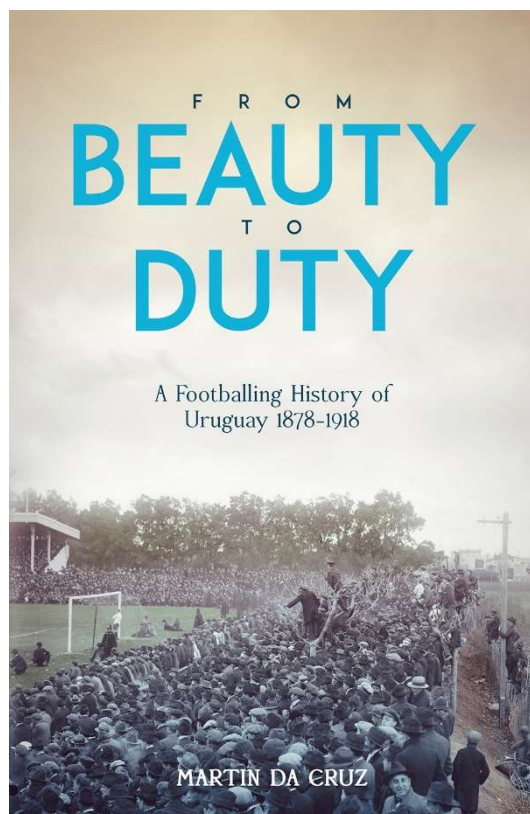




## Title information



### From Beauty to Duty

A Footballing History of Uruguay, 1878–1918

By Martin da Cruz

#### Key features

- First full-length history of Uruguayan football in English
- Fascinating story of Uruguay's rapid adoption of the game, its first clubs and home-grown heroes, intense club rivalries and the development of a unique national playing style
- The centrality of international football, including the Uruguay–Argentina rivalry, professional English tours and the founding of CONMEBOL and the Copa America
- Uses rare archival material gathered during Martin's numerous trips to Montevideo and his various connections
- Places football within Uruguay's socio-political context and links to global developments
- Tells the story of Uruguay's pioneering footballers of colour
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

Uruguay remains a curious case in world football. Early Olympic and World Cup triumphs made it the game's first global power, and the small country has punched above its weight ever since. But the story behind its success is untold. In this first English-language history of Uruguayan football, Martin da Cruz maps the game's journey from exclusive British pastime to Uruguayan national passion, bringing to life the teams, players and personalities who helped create one of the world's most intense sporting cultures. From the start, football was intimately tied to Uruguay's national story. Wedged between giants Argentina and Brazil and lacking a cohesive national identity, Uruguay used the game to create unified and educated citizens, to put an end to civil war and become an advanced social democracy. Yet football also drove counter-narratives of class and race, challenging Uruguay's self-identification as a peaceful, 'white' nation. *From Beauty to Duty* is the story of a little country made big.

#### Details

Publication: 3 October 2022  
Price: £18.99  
ISBN 13: 9781801501491  
Format: 222mm x 144mm  
Binding: Hardback  
Extent: 352 pages  
Category: Football

#### Trade Orders to:

Macmillan Distribution (MDL),  
Cromwell Place, International Business Park,  
Lime Tree Way, Basingstoke, Hampshire RG24 8YJ

Telephone: 01256 302692  
Email: [orders@macmillan.co.uk](mailto:orders@macmillan.co.uk)