



## Title information



### Glittering Prize

The Story of the FIFA World Cup Volume I

By Jonathan O'Brien

#### Key features

- Thrilling and dramatic portrait of the first five decades of the biggest footballing event on the planet
- The result of vast quantities of research drawn from publications in more than 100 countries around the world
- Stories previously untold to an English-language audience, unearthed from the archives of publications as varied as *Kicker*, *Marca*, *L'Équipe*, *Gazzetta dello Sport*, *Voetbal International*, *O Globo*, *Clarín*, *Tokyo Shimbun*, *Izvestiya*, *A Bola* and countless more
- Comprehensive analysis of the beginnings in Uruguay in 1930 and its steady rise to prominence as the globe's pre-eminent sporting showpiece culminating in the three spectacular World Cups of the 1970s
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

Every four years, the planet stops dead for an event like no other. The World Cup captures the global imagination in a way that dwarfs every other sporting competition. *Glittering Prize* tells the full story of its thrilling century-long arc. Volume I looks back at the tournament's first five decades: its embryonic incarnation in 1930; the stunning fall of champions-elect Brazil at the Maracanã in 1950; the equally sensational demise of Hungary's Magic Magyars four years later in Bern; England's glory in 1966; Brazil's joyful conquest of Italy in 1970; the unfulfilled flowering of the Netherlands' Total Football in 1974; and Argentina's tainted triumph against the backdrop of the Dirty War in 1978. Brimming with incredible detail and magnetic characters such as Ferenc Puskás, Garrincha, Gigi Riva, Johan Cruyff and Daniel Passarella, *Glittering Prize* is a gripping chronicle of the greatest sporting show on earth.

#### Details

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