



Title information



Glorious Reinvention

The Rebirth of Ajax Amsterdam

By Karan Tejwani

Key features

- Explores the problems Ajax faced as they entered the 21st century the power in Europe grabbed by the big five nations
- Covers Johan Cruyff's revolution: his proposed changes, conflict with the Ajax board and a case that went through the courts as the club opted for Louis van Gaal's vision
- Features exclusive interviews with players and coaches who have been linked with Ajax's success over the past decade
- Dives into their runs in European competitions, such as the Europa League final in 2017 and the Champions League semi-final in 2019
- Profiles the key figures of this period including coaches like Peter Bosz and Erik ten Hag, plus the work of Edwin van der Sar and Marc Overmars
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Glorious Reinvention is the story of how Ajax rediscovered their mojo to compete again with Europe's best. In November 2010, after Ajax's 2-0 loss in the Champions League group stage to Real Madrid, Johan Cruyff wrote a newspaper column criticising his former club. He believed the side were poorly run, had lost their identity and been left behind by modern football. Cruyff wanted change. He wanted Ajax to rely on their academy as they once had, and he wanted former Ajax players in high positions calling the shots at the club. This was dubbed 'the Velvet Revolution' – a peaceful coup that would propel Ajax to once more compete with the best. A few years on, with many of the changes in place, the side reached a Europa League final and a Champions League semi-final with an exquisite style of football and methods that Cruyff would have appreciated. Ajax, now run by former club greats such as Edwin van der Sar and Marc Overmars, combined the techniques of old with modern elements. Cruyff had played a key part in their return to greatness.

Details

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