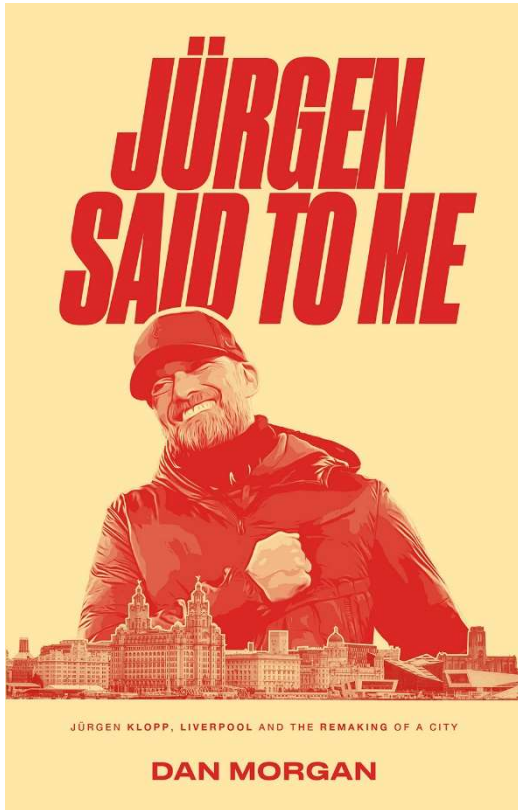




## Title information



### Jürgen Said to Me

Jürgen Klopp, Liverpool  
and the Remaking of a City

By Daniel Morgan

#### Key features

- Provides an authoritative, authentic and local perspective on the city of Liverpool and its culture
- Blends football, history, social commentary and aspects of memoir for a unique tone
- Special access to diverse voices on Liverpool, politics, culture and related topics
- Appeals to all Liverpool FC fans as well as a non-Liverpool audience given its human-interest angle
- Author is a contributor and columnist for *The Anfield Wrap* podcast, Liverpool FC's award-winning fan media organisation with global reach and acclaim
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

*Jürgen Said to Me* is a human-interest story centred around Liverpool FC's most successful and charismatic leader of recent times. It charts Jürgen Klopp's impact on Liverpool through the voice of the author and those at the heart of his revival. In October 2015, Klopp took the helm at Liverpool at a time when the famous club were entering a third decade of league-title drought. The German coach had prospered with his brand of 'heavy-metal football', but little was known about his personality beyond an obvious energy and charisma. He entered a city steeped in personality, history and trauma – a place where the people demand more than a mere coach to lead their clubs. Klopp's social influence has stretched to matters such as diversity, the economy, the COVID-19 pandemic and local history. The book explores the human impact of a man who single-handedly harnessed togetherness and the global unity of millions, while reshaping one of the most famous cities in the world.

#### Details

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