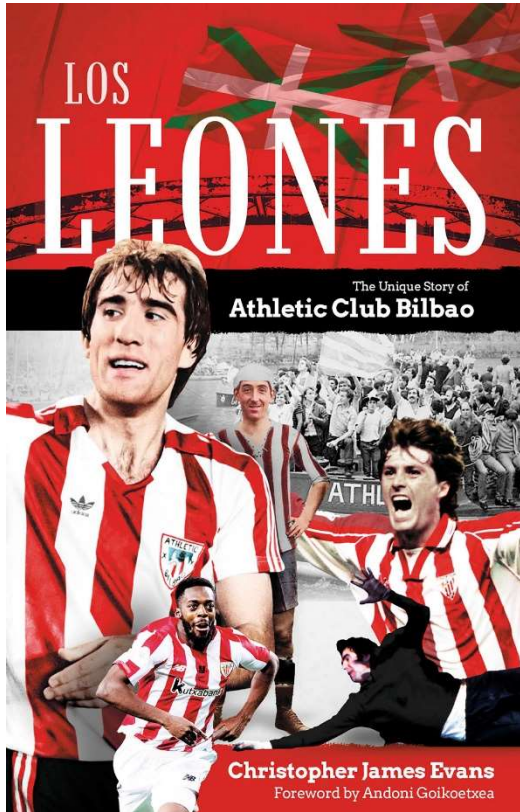




Title information



Los Leones

The Unique Story of Athletic Club Bilbao

By Christopher James Evans

Key features

- In-depth insight into the history and politics of the Basque Country and its relationship with Spain
- Background on the formation of Athletic Club and its success in the 20th century, the unique Basque derby, famous victories and the San Mamés stadium
- Exclusive interviews with club legends including 'The Butcher of Bilbao' Andoni Goikoetxea, José Ángel Iribar, Javier Clemente, Julen Guerrero, and Joseba Etxeberria
- Also includes interviews with prominent Basque journalists and *Athleticzales* (Athletic fans)
- Explains *La Cantera* – the fascinating Basque-only philosophy and the importance of the Lezama training complex that produces tomorrow's stars
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

In 1894 a group of friends had an idea and it led to the creation of Ajax, a football club for the people of Amsterdam. More than one hundred years later and that club has become an institution for youth development, a school of ideas that underpins the modern game and a club synonymous with the Total Football ideal. The Dutch superpower created a way of playing that is now accepted as the norm by many European titans, as well as a host of national teams. *The Ajax Way* tells the full history of the club while looking at the reaches of Total Football: the way of playing perfected by Rinus Michels and Johan Cruyff. Tracing the club's rise as a social hub for the people of Amsterdam to the creation of a team that would win three consecutive European Cups in the early 1970s; and added a fourth in 1995 under Louis Van Gaal. It looks at the host of footballing greats – players and coaches – who have been undoubtedly influenced by Ajax, from early day pioneers through to current day icons Pep Guardiola and Jurgen Klopp. Packed with tactical insight and social history, it is a story that spans three centuries and stretches across the globe, but at its core is Ajax Amsterdam and their roster of stars.

Details

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Telephone: 01256 302692
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