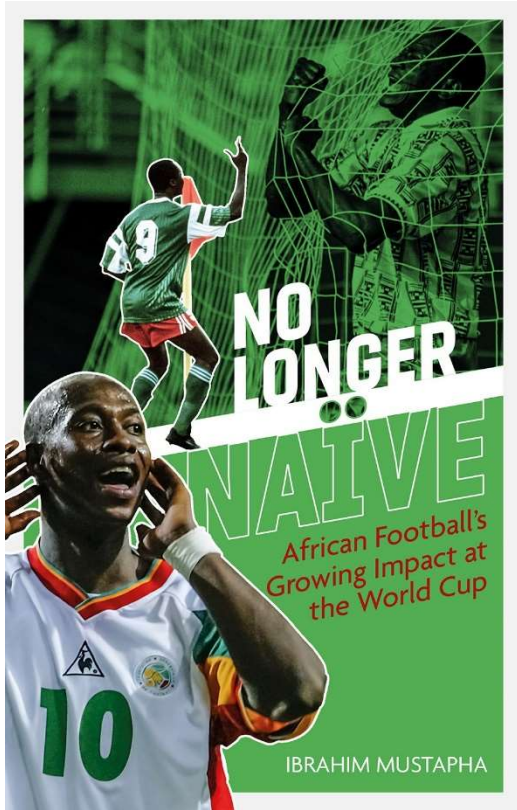




Title information



No Longer Naïve

African Football's Growing Impact at the World Cup

By Ibrahim Mustapha

Key features

- Detailed historical look at how African football on the international stage has had to play catch-up with the rest of the world
- Triumphant, tragic and always entertaining, these stories from across the continent paint a colourful picture of how the game has grown in Africa
- Unique exploration of a previously undocumented history, revealing the factors that make football in Africa so special
- Ibrahim Mustapha is an established sports and multimedia journalist who has worked for the BBC, *Daily Mirror*, the *Daily Star*, numerous regional titles and Yahoo Sport
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

No Longer Naïve is an in-depth look at the history of African football at the game's greatest showcase event. As football grew globally over the 20th century and the World Cup became the zenith of the sport internationally, Africa was left trailing, both through a lack of organisation and exclusion by the powers that be. In 1974, Africa's 'best' team, Zaire, were humiliated on the world stage, creating a negative perception of African football. Teams from Africa were often labelled naïve in their approach to football, but gradually African nations repaired their reputation. This led to increased participation, vastly improved players and famous victories over the world's best – culminating in the tournament being hosted on the continent for the first time in 2010. However, while great strides have been made on the pitch, greed, in-fighting, violence and the whiff of corruption behind the scenes have undermined progress. African sides are no longer naïve, but are we any closer to seeing a team from Africa lift the World Cup?

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