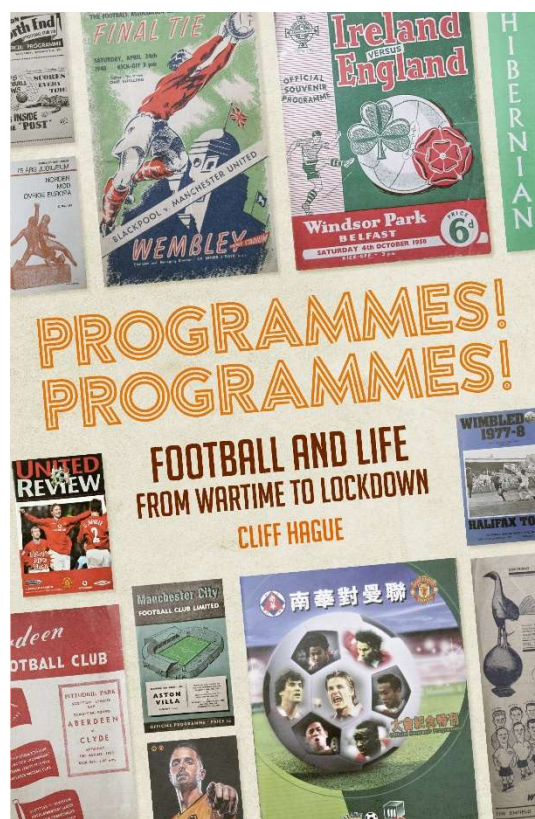




Title information



Programmes! Programmes!

Football and Life from Wartime to Lockdown

By Cliff Hague

Key features

- Compiled from a collection of 2000 programmes from Britain and around the world
- A book for football lovers, but more than a football book, it charts how global businesses bought out the people's game
- First-hand accounts of being in a Hampden crowd of 136,000, at Old Trafford before and after the Munich disaster
- Stories are set against a backdrop of technological, economic and social change – the British Empire, the Cold War, strikes and racism
- Coloured illustrations and analysis of programmes – their design, pen portraits, match reports, advertisements – reveal how the game and fans' lives changed over time
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Programmes! Programmes! Football and Life from Wartime to Lockdown is a fascinating archaeological dig through a collection of 2000 programmes. From the bleak wartime era when players had to shelter from air raids and depend on army leave, to tragedies and the 'Slum Game', through to the glitz of today's global stars, noodle partners and fan-owned, community-based clubs – every aspect of football's evolution, its highs and lows can be found in match-day programmes, along with a dose of bad poetry, adverts for sex magazines, boy bands who never made it and explanations of a 'magic sponge' for American fans. There are unforgettable games, World Cup winners, schoolboy internationals destined for stardom and others whose glimpse of glory proved fleeting. The stories play out against a backdrop of technological, economic and social change in Britain and beyond, rekindling the memories of generations of fans. *Programmes! Programmes!* is a 'must' for lovers of football nostalgia, with fascinating, funny and quirky tales galore.

Details

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