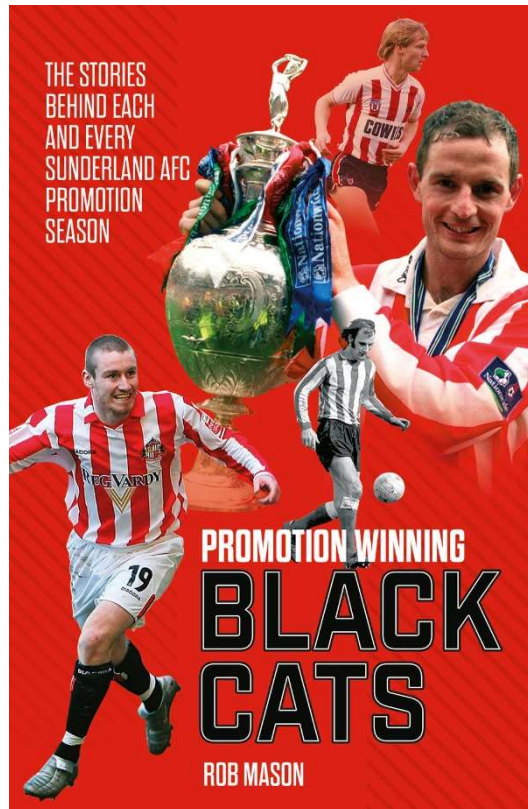




Title information



Promotion-Winning Black Cats

The Stories Behind Each and Every Sunderland AFC Promotion Season

By Rob Mason

Key features

- Tells the fascinating inside story of every Sunderland promotion-winning season – an essential addition to any Black Cat bookshelf
- First-hand accounts from players and managers involved in the big games
- Discover the inside story of how promotion was won despite losing the play-off final of 1990 and the tale of Reidy's 'Kings', who achieved a record 105 points in 1999
- Examines the 'Roy-revolution' under Roy Keane, when Sunderland stormed to the Championship title in 2007 despite losing the first four games under Niall Quinn
- Features profiles of every player involved together with a statistics section giving results, appearances and league tables
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

From 1890 to 1958, Sunderland were part of football's elite with a 68-year unbroken run in the top flight. The shock of a first relegation in 1958 was matched by the elation of a first promotion in 1963/64. Starting with that season, the book celebrates every occasion Sunderland went up. What was the secret to each Black Cats promotion? And who did the fans have to thank? Rob Mason gets the inside story through exclusive interviews with players and managers who were at the heart of the action. Moments of magic and mystery are revealed as the story of each season unfolds. From Charlie Hurley's much-loved 1963/64 side, through to the second Bob Stokoe side to win a trophy at Sunderland in 1976, Ken Knighton winning promotion in his first season as a manager and the teams of Denis Smith and Peter Reid – who each won promotion twice – then on to the 'Sund-Ireland' era when promotion was won under Mick McCarthy and then Roy Keane, all the great days and great games are here to cherish and enjoy.

Details

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