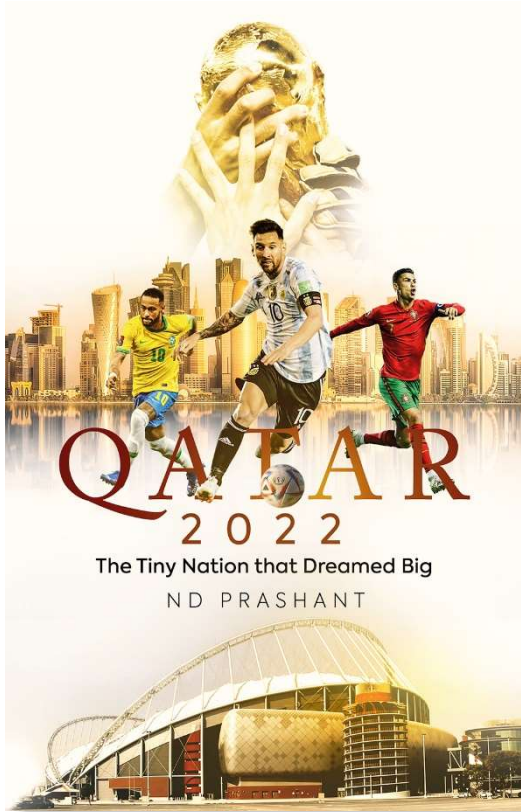




Title information



Qatar 2022

The Tiny Nation that Dreamed Big

By ND Prashant

Key features

- Unique insider's view of Qatar's journey to becoming the first Arabic and Muslim country to host the World Cup
- Author has lived in Qatar and the region for 14-plus years
- Covers all the highs and lows of the run-up to the 2022 World Cup – absorbing reading for football fans
- Fascinating insights into how the country rose to prominence and the role it plays as a major gas producer in the region
- Explores what football means to Qatar and its ambitious sporting projects with an eye to the future
- Qatar has hit the headlines time and again over various social and political issues, and with the FIFA World Cup approaching, the country will be a news epicentre in 2022
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Qatar 2022 is an insider's view of the country's ambitious plans for the FIFA 2022 World Cup, and the journey that led them to become the first World Cup hosts in the Arab world. From desert tribes to pearl divers, to being custodians of the third-largest gas reserve in the world, there are many fascinating facets to this great nation. The book reveals how an influx of wealth transformed the country's aspirations to become a global powerhouse. To achieve recognition and regional dominance, Qatar strategically made sport its prime focus before delivering the seemingly impossible and winning the World Cup bid in 2010. There were many stumbling blocks along the way, but Qatar refused to quit. With the eyes of the world turning to Qatar for World Cup 2022, the nation realises this event will be pivotal to how the world perceives it. Knowing Qatar's ability to host events with panache, prepare to be blown away!

Details

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