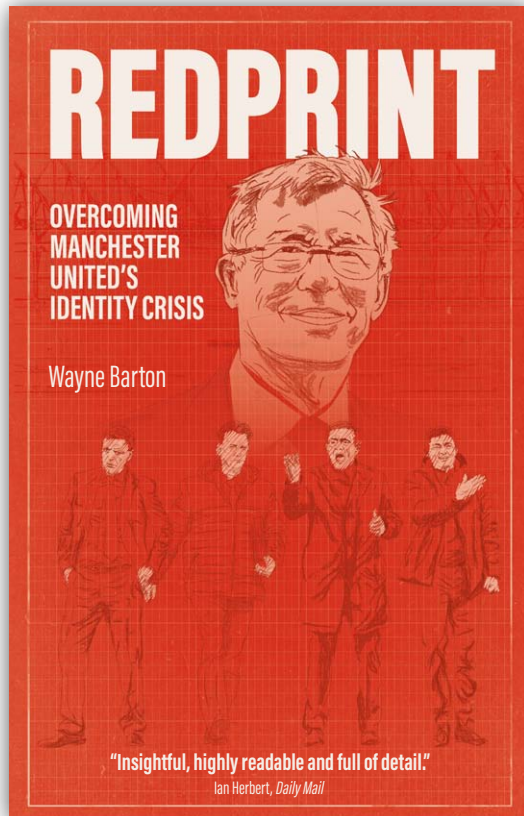




## Title information



### Redprint

Overcoming Manchester United's Identity Crisis

By Wayne Barton

### Key features

- Detailed, heavily researched exploration of a turbulent time in the club's history, and atmospherically set against a backdrop of contemporary events
- Written by Wayne Barton, author of ten books on Manchester United. Described by *The Independent* as 'the leading writer on Manchester United'
- Interest in the author's work has increased since the acclaimed BT Sport film and accompanying book, *Too Good To Go Down*
- Extensive colour photo section
- Publicity campaign planned including radio, newspapers, websites and magazines

### Description

In 2013, when legendary boss Sir Alex Ferguson announced his retirement, Manchester United seemed the dream job for any football manager. Champions of England, the biggest and most profitable club in the world. What could possibly go wrong for his successor, who would be appointed with the clear intention of continuing the club's rich tradition? *Redprint* explores, in forensic detail, the six turbulent years at Old Trafford since Ferguson walked away. Despite record levels of expenditure, a succession of different managers with different philosophies and concerns about the changing identity of the club, United continued to compel throughout this period of underachievement. Wayne Barton examines each of the managerial reigns since 2013 and discusses their successes and failures in a historical and contemporary context to ask the question – are Manchester United closer to regaining their glory, or are they simply repeating mistakes of years gone by?

### Details

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