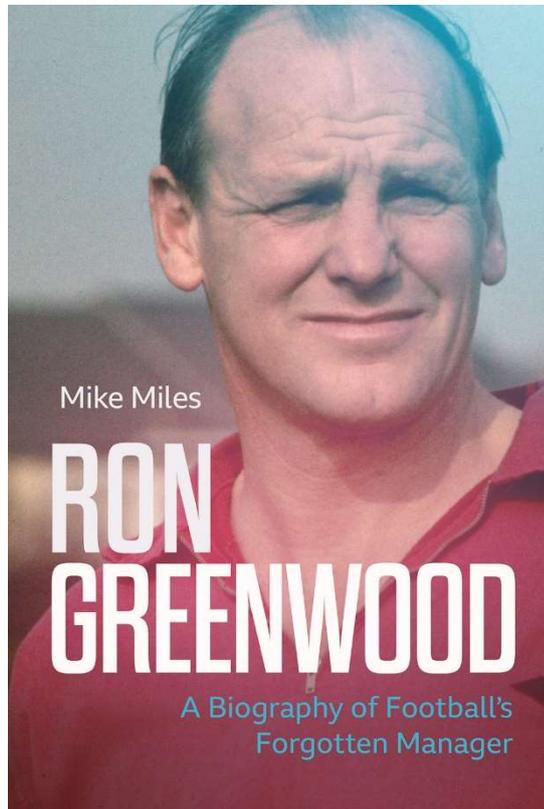




Title information



Ron Greenwood

A Biography of Football's Gentleman

By Mike Miles

Key features

- Eagerly awaited first biography of West Ham United's most successful trophy-winning manager – publication is timed to celebrate the centenary of his birth
- Under Greenwood, West Ham contributed three key players (Bobby Moore, Geoff Hurst and Martin Peters) to the legendary 1966 World Cup-winning team
- Not only was he arguably West Ham's greatest ever manager, but he contributed vastly to the wider footballing landscape in the 1960s and 70s
- Greenwood was England manager for five years and took them to the finals of the 1982 World Cup after a 12-year absence from the competition
- Greenwood was a highly respected and innovative coach who epitomised good sportsmanship
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

This is the first full-length biography of Ron Greenwood, West Ham United's most successful trophy-winning manager – a man who was instrumental in the development of 1966 World Cup-winning heroes Moore, Hurst and Peters. Ron lacked the ruthlessness of his more feted contemporaries, Bill Shankly and Don Revie, with whom his trophy success did not compare. But his West Ham team of the mid-1960s had its own moments of heady triumph – an FA Cup win in 1964 (the club's first), a European Cup Winners' Cup victory in 1965 (only the second European win by an English club) – and crucially they were always easy on the eye, even in defeat. Then there was the little matter of supplying three team members to England's World Cup victory in 1966, at a tournament in which their perfection of Greenwood's near-post cross play proved devastating. After 16 years at West Ham, Greenwood became England manager in 1977 and led them to the 1982 World Cup. An impeccable sportsman, deep thinker and skilled communicator, he was a noble servant to football.

Details

Publication: 18 October 2021
Price: £19.99
ISBN 13: 9781785318689
Format: 240mm x 160mm
Binding: Hardback
Extent: 320 pages
Category: Football

Trade Orders to:

Macmillan Distribution (MDL),
Cromwell Place, International Business Park,
Lime Tree Way, Basingstoke, Hampshire RG24 8YJ

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Email: orders@macmillan.co.uk