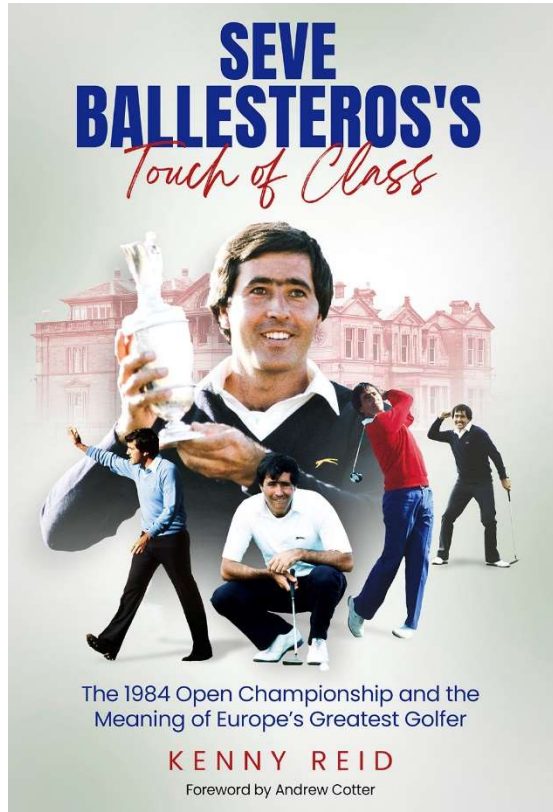




## Title information



### Seve Ballesteros's Touch of Class

The 1984 Open Championship and the Meaning of Europe's Greatest Golfer

By Kenny Reid

#### Key features

- Fast-paced, gripping, original account of Seve's 1984 Open triumph at the Old Course
- Having been there, Kenny Reid recalls in brilliant detail the final shots in 1984, as well as his own encounters with Ballesteros down the years
- Drawing from a wide range of sources, the book paints an insightful, vivid portrait of Ballesteros's life
- Published in *Golf Monthly*, *McKellar Magazine* and *The Golfer's Journal*, Kenny's first book was listed in *The Scotsman's* Best Sporting Books for Christmas 2010
- Colour photo section which includes images from Kenny's personal collection
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

Forty years on from his dramatic triumph in the Open Championship at the Old Course in 1984, *Seve Ballesteros's Touch of Class* is the gripping, fast-paced, definitive account of the charismatic Spanish maestro's finest hour. Alongside battles with Tom Watson are tales of other Seve wins and inspirational moments, and what he meant to the world. Author Kenny Reid brings Seve's outstanding play in brilliant detail, as he marched to his greatest victory against his biggest rival. The Spaniard is considered an artist, magician, genius and icon, and although Ballesteros passed away in 2011, his legend endures and *Touch of Class* paints an insightful, vivid portrait of the man and his golf. Not just Europe's greatest, his natural talents and swashbuckling play brought style, daring, danger and adventure to the fairways. This is a fascinating account of Seve's golfing journey: from gifted son of a farmer in isolated Spain to dominant major champion, in an original and exhilarating take on his life and golfing times.

#### Details

Publication: 1 July 2024  
Price: £25.00  
ISBN 13: 9781801508865  
Format: 240mm x 160mm  
Binding: Hardback  
Extent: 320 pages  
Category: Golf

Trade Orders to:

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

Telephone: 01256 302692  
Email: [orders@macmillan.co.uk](mailto:orders@macmillan.co.uk)