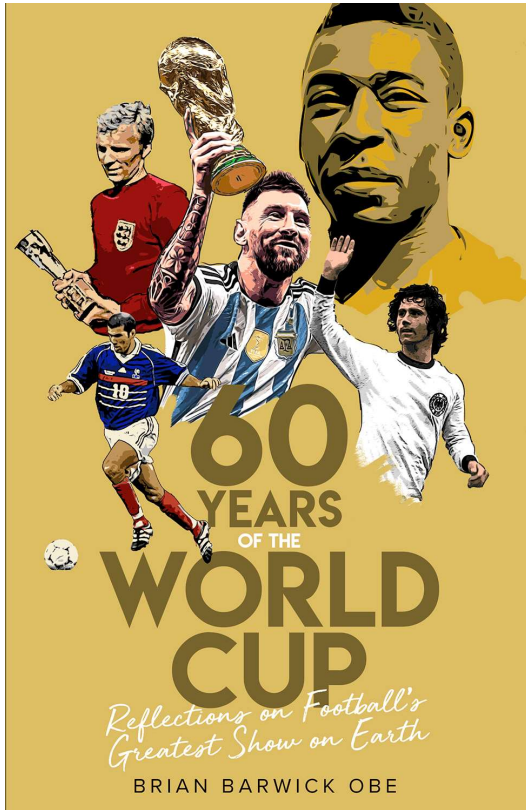




## Title information



### Sixty Years of the World Cup

Reflections on Football's Greatest Show on Earth

By Brian Barwick

#### Key features

- Personal and professional reflections on 16 World Cups between 1962 and 2022
- Unique experiences of the author as both well-respected TV producer/editor and senior broadcast executive at both the BBC and ITV, then as CEO of the FA
- 1966 World Cup – a personal tale
- Brilliant in-house stories of the broadcast battles between the BBC and ITV
- Brian's take on the 1990 tournament and how Pavarotti's 'Nessun Dorma' became a worldwide smash-hit and helped change football's fortunes
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

*Sixty Years of the World Cup* is a personal, nostalgic, fun and frank reflection on the author's six-decade association with football's biggest showpiece. Brian Barwick journeyed just five miles to his first World Cup match during the iconic 1966 tournament held in England, but later travelled the globe witnessing first-hand some of football's greatest and most controversial moments. As a major national TV sport producer and executive, he was also responsible for how the tournament was broadcast to tens of millions of viewers on the BBC and ITV. A stint as CEO of the FA brought him the unique experience of being personally associated with the triumphs and tribulations of trying to win the World Cup. During his 60-year relationship with football's greatest prize, he witnessed many of the tournament's most famous matches, most gifted players and coaches, and iconic and controversial moments, meeting colourful personalities, making programmes that broke TV audience records and even helping an operatic aria to become a worldwide smash-hit!

#### Details

Publication: 8 May 2023  
Price: £16.99  
ISBN 13: 9781801502047  
Format: 222mm x 144mm  
Binding: Hardback  
Extent: 256 pages  
Category: Football

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)