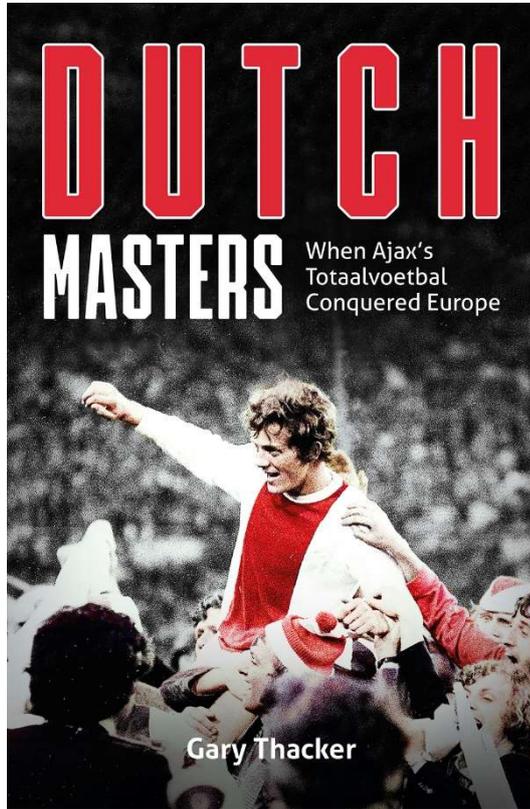




## Title information



### The Dutch Masters

When Ajax's Totaalvoetbal Conquered Europe

By Gary Thacker

#### Key features

- Heartfelt salute to the club who proved that enthralling football can win – that beauty can slay the beast
- Celebrates the great teams of Rinus Michels and Ştefan Kovács, who not only dominated European club football, but pioneered a new dominant paradigm of how the game should be played
- Explores the beginnings, the struggles and setbacks that were overcome on the road to success – and how the story ended
- Exclusive interviews with former Ajax players, specialist authors and journalists
- Publication coincides with the 50th anniversary of Ajax's third successive European Cup triumph
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

Across the history of football, a select group of teams have achieved iconic status. Sometimes it's through sheer success. For others, their stature is built by star performers. On occasions, it's because a team has gifted a new way of playing to the world. Most rarely it's because of all three. The Ajax teams that conquered Europe with their enthralling 'totaalvoetbal' are one of those rare cases. Those Dutch artists used the pitch as their canvas, the skills of the players provided a palette of gloriously bright colours and their totaalvoetbal inspired the brushstrokes that delivered masterpieces of football creativity. *The Dutch Masters* is the entrancing tale of how that iconic white shirt with a broad red band down its centre not only became synonymous with the beautiful game of totaalvoetbal, but also symbolised the success of the club that created a new paradigm of play. It's the story of how Ajax came to dominate the European game as the epitome of footballing perfection.

#### Details

Publication: 22 May 2023  
Price: £18.99  
ISBN 13: 9781801504416  
Format: 222mm x 144mm  
Binding: Hardback  
Extent: 400 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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