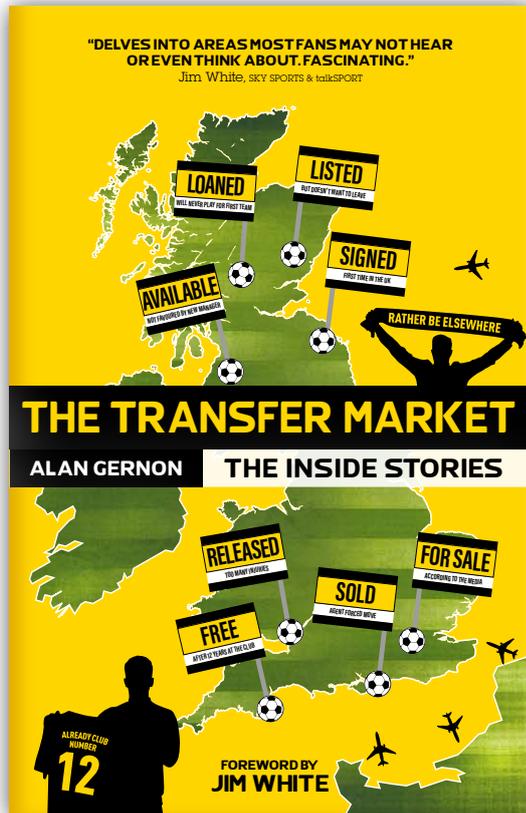




# Title information



## The Transfer Market

The Inside Stories

By Alan Gernon

### Key features

- A unique look at the transfer market from the angles of various stakeholders – players and their families, agents, clubs, the media and more
- Revisits and investigates some of the iconic moments – including big money moves – during the transfer windows of recent years
- A topic which fascinates the vast majority of football fans
- The transfer gossip column is consistently ranked as one of the most-read pages on the BBC website
- Written by respected author Alan Gernon, whose previous book *Retired* was nominated for eir Sports Book of the Year
- Publicity campaign planned including radio, newspapers, websites and magazines

### Description

For years, transfer gossip columns have been Alan Gernon's (author of *Retired: What Happens to Footballers When the Game's Up*) guilty pleasure. Fed up with the time wasted reading them, he explores how many of these rumours are accurate, planted by agents or simply made up – and how easy is it to plant a transfer story in the UK media. Along the way, he discovers how the market works and how a transfer happens; what a move actually means for a typical player in a world where you could buy over 160,000 League Two players for the price of Neymar; and that almost 30 per cent of transferred players worldwide are moved between clubs against their wishes. He also uncovers how to become a football agent overnight, and why British players are reluctant to move abroad. He speaks to players about the pressures and real-life effects of a move, and tries to figure out how much the stars of yesteryear would be worth in today's crazy transfer market – where Premier League clubs spent a record £1.4 billion in the summer of 2017 alone.

### Details

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