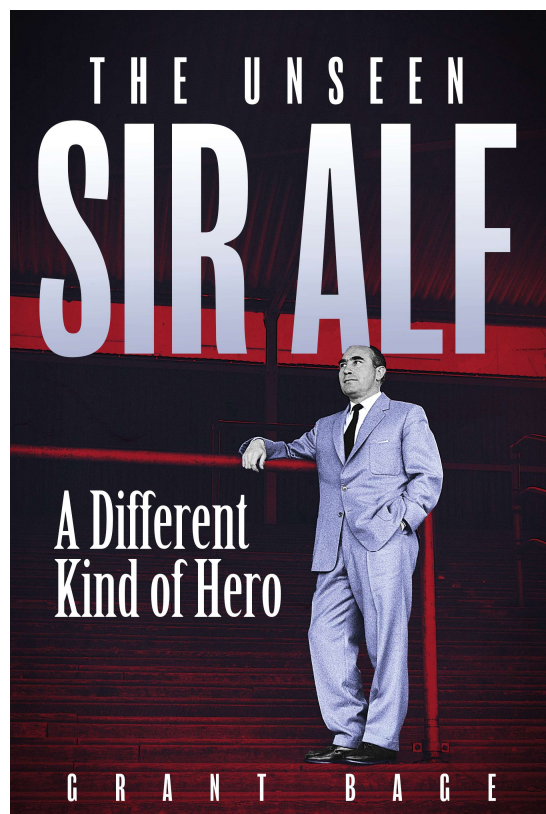




Title information



The Unseen Sir Alf

A Different Kind of Hero

By Grant Bage

Key features

- Changes everything we thought we knew about English football's only World Cup-winning manager Sir Alf Ramsey
- Each chapter uses fresh historical evidence to rethink Alf's story for new generations
- Alf's life issues have ties to the stories of modern football figures such as Gareth Southgate, Gary Lineker and Hope Powell and are relatable to football fans of all ages
- Ramsey faced and overcame many barriers: a racist nickname, prejudice against 'gypsies', poverty, snobbery, war, being a banned Sunday footballer, not playing professionally until 26, and probable neurodiversity
- The nature of Alf's triumph over adversity makes this a very modern English story
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

The Unseen Sir Alf tears up the traditional narrative of Sir Alf Ramsey's life and career. Using new evidence to tell Alf's story afresh, it changes everything we thought we knew about the World Cup-winning manager. Rooting around in an archive several years ago, the author uncovered a secret chapter in Alf's story. More digging showed history had got Ramsey wrong. Saddled with a racist nickname, rumoured to be a 'gypsy' and forced to play banned 'Sunday football', Alf only turned professional aged 26. His learning about football was obsessive. He thought of little else, and may have hidden his neurodiversity. As a player with Spurs, then a manager at Ipswich and England, Ramsey won trophies through relentless practice, observation and planning. He despised most journalists, was kind to fans, often rude to his FA employer and loved his players. Ramsey looked conformist but was really a radical. This odd, complex character became a national hero after England's 1966 World Cup win. So, who really was Alf Ramsey, and what might modern England learn from him? This book holds all the answers.

Details

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