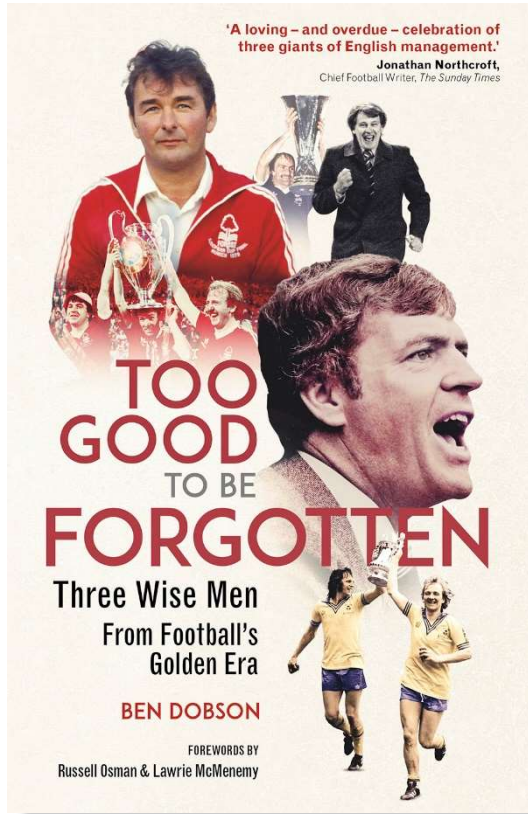




Title information



Too Good to Be Forgotten

Three Wise Men from Football's Golden Era

By Ben Dobson

Key features

- A football story about more than just statistics and results – it's about the positive impact unprecedented sporting success can have on communities and why this matters
- Interviews and contributions from nine players from the time, as well as fans of the era, offer fresh perspective
- Considers lessons in leadership and management that are relevant today
- The author's personal experience of the era as a Southampton fan and resident, such as psychology and mental health
- Foreword by Russell Osman of Ipswich, Southampton and England
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Too Good to Be Forgotten is a footballing story viewed through the prism of three remarkable men: Brian Clough, Bobby Robson and Lawrie McMenemy. The ten years from 1975 to 1985 was the last sustained period in which the hegemony of the major big-city football clubs in England was challenged and, at times, usurped. These were days when young fans could follow their dreams, a time when your local side might – *just might* – become a contender on the global stage. The book revisits that golden ten-year span and examines the idiosyncrasies and striking similarities in these three wise men of the North East – three of the greatest-ever English football managers – and how, in the form of three unfashionable, provincial clubs, they made the ordinary become extraordinary. Not only did they deliver success on the pitch but a sense of pride in the communities of the towns and cities they put on the map. In doing so, they offered lessons in management and leadership that still resonate today.

Details

Publication: 26 February 2024
Price: £18.99
ISBN 13: 9781801506854
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