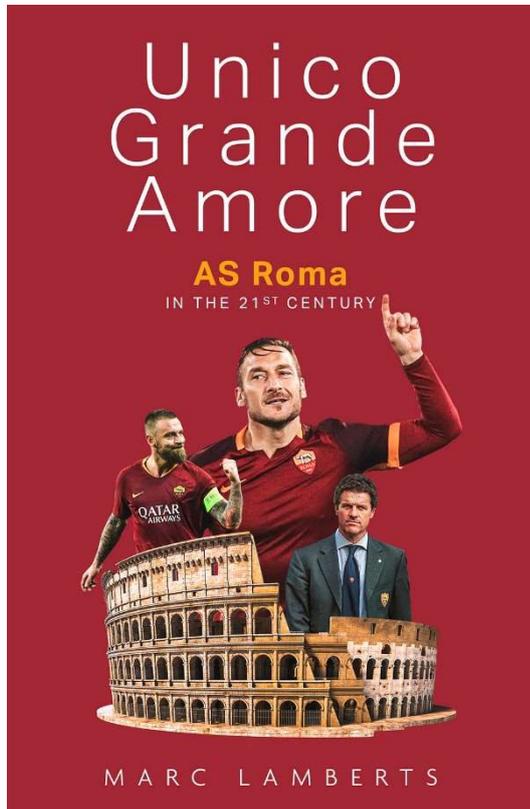




Title information



Unico Grande Amore

AS Roma in the 21st century

By Marc Lamberts

Key features

- Cultural history of Rome incorporated with the enthralling story of AS Roma
- Celebrates the club's achievements in domestic leagues and cups as well as in Europe
- Captures the 'religious' experience of following AS Roma and their legends
- Vivid account of the rivalry between AS Roma and SS Lazio
- Charts how AS Roma supporters started a global movement to keep traditions in football
- Features fascinating interviews with prominent AS Roma watchers and Roman historians
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Unico Grande Amore: AS Roma in the 21st Century is the historical, mythological and fascinating story of one of the world's most popular football clubs, Italy's AS Roma. Although not the most successful club in Serie A, Roma are one of the biggest and have been a pioneer in fan movement, social media awareness and honouring their heroes. At the end of the 20th century, the famous comeback against FC Barcelona gave Roma a cult status that has lasted into the age of digitisation and new media. The club entered the 21st century with aspirations of winning the Scudetto along with glory in Europe. Roma won the Scudetto in 2001 and marked the occasion with a mammoth celebration led by the songs of Antonello Venditti, which helped cement their place in Serie A folklore. Since the days of the Roman Empire, Rome has been a city of great significance, and that legacy lives on in a sporting sense through AS Roma.

Details

Publication: 5 June 2023
Price: £16.99
ISBN 13: 9781801501378
Format: 222mm x 144mm
Binding: Hardback
Extent: 224 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