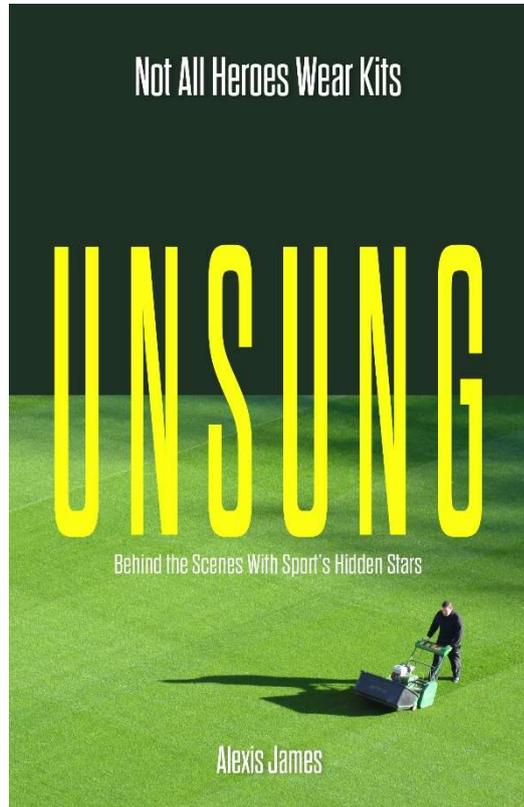




## Title information



### Unsung

Not All Heroes Wear Kits (Behind the Scenes With Sport's Hidden Stars)

By Alexis James

#### Key features

- Introduces and celebrates the unheralded heroes who are the vital cogs in the billion-dollar sporting machine
- First-hand accounts from over 20 unsung heroes in sport, uncovering the many indispensable roles often overlooked by fans and media
- Hear previously untold tales from F1 pit mechanics, boxing referees, kit designers, doping officials, rowing coxswains, Olympic scientists, sports psychologists, athletics starters and football mascots
- Colour photo section including original photography of the unsung heroes in action
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines, plus an associated *Unsung* podcast series will showcase the book with excerpts, interviews and bonus material

#### Description

*Unsung* offers an illuminating insight behind the scenes of professional sport, looking beyond the headlines and behind the athletes to introduce and celebrate sport's unheralded heroes. A sporting anthology of the unheard, the unsaid and the unusual, *Unsung* shines a rare spotlight on the integral men and women in the shadows, interwoven into the fabric of sport. Find out how F1 mechanics fine-tune the finest margin in sport. Meet the trigger-happy athletics starters who can break as many dreams as they make. Hear from the cycling moto pilots whose job it is to keep up, but keep out of the way. And learn how snowmaking scientists go to war with Mother Nature at every Winter Olympics. While its biggest stars and household names enjoy the glory, tucked away amidst sport's small print and voiceless under its fanfare is a band of unsung heroes rarely acknowledged, let alone championed. These are their stories, told over 12 standalone chapters. *Unsung* introduces the sports stars you don't know, telling the stories you can't miss.

#### Details

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