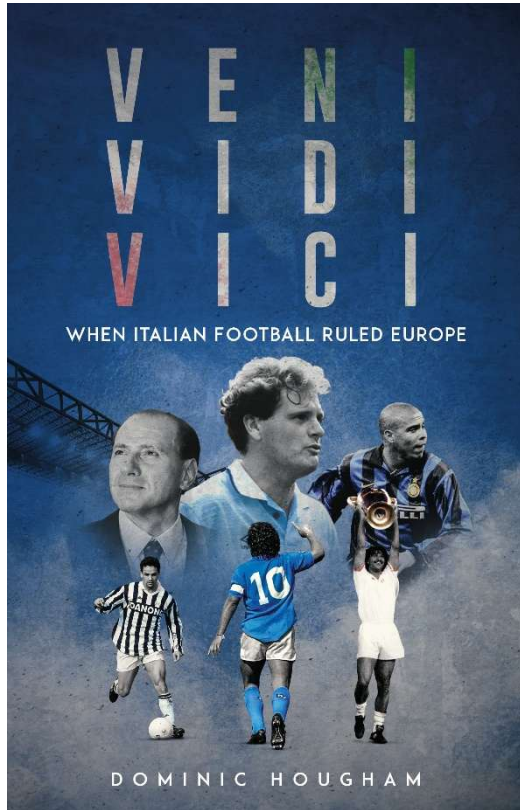




## Title information



### Veni, Vidi, Vici

When Italian Football Ruled Europe

By Dominic Hougham

#### Key features

- A must-read for anyone who experienced Italian football through Channel 4's groundbreaking 1990s coverage
- The turbulent times of Maradona at Napoli, including his and Italy's experiences at Italia '90
- The influx of foreign talent into Italian football, including the Dutch trio as part of Sacchi's Milan revolution and the three Germans at Inter
- The dominance of Italian clubs in Europe, including the likes of Sampdoria, Torino, Roma, Fiorentina, Lazio and Parma alongside Napoli, Milan, Inter and Juventus
- The record of English imports into Italy, with a chapter dedicated to Gascoigne's adventure at Lazio and Channel 4 coverage
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

*Veni, Vidi, Vici (They Came, They Saw, They Conquered)* is a celebration of the late 1980s and 90s, when Italian football dominated Europe. It was an era when ten different Italian teams played in major European finals, when the greatest players strutted their stuff in modern stadiums, cheered on by colourful fans with flares and tifos. While English football suffered through its post-Heysel European ban, Italian teams took up the mantle. Maradona dazzled at Napoli, the Dutch trio prevailed at Milan, three Germans struck back at Inter and Roberto Baggio took football to another dimension. Channel 4's James Richardson introduced English fans to a heady alternative to long-ball football played under oppressive clouds, as he sipped cappuccinos in sunlit piazzas. Transfer records were routinely smashed, European silverware and Ballons d'Or were routinely won, and the rest of Europe could only look on in admiration. This evocative book will take those who remember that era on a nostalgic journey through Italian splendour, while those who don't will wish they had been there.

#### Details

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