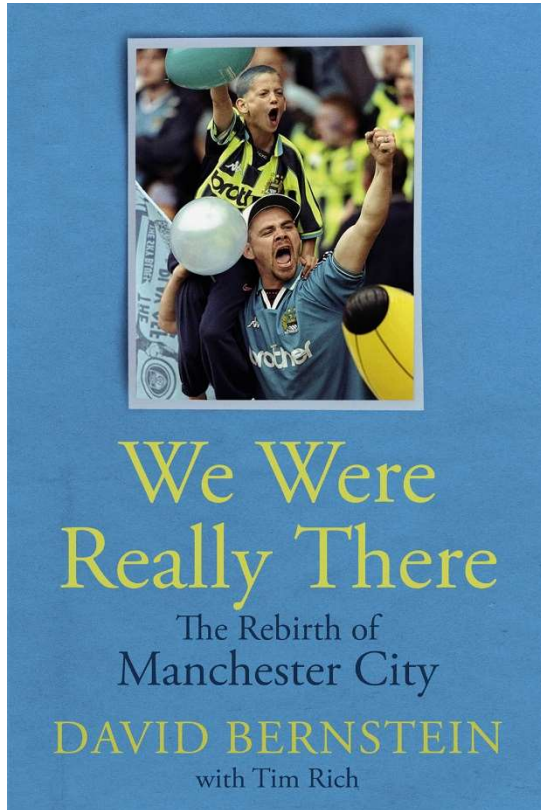




## Title information



### We Were Really There

The Rebirth of Manchester City

By David Bernstein, with Tim Rich

#### Key features

- The inside story of Manchester City's rebirth told by the chairman who oversaw it
- Written with access to never-before-published boardroom minutes, legal documents and memorandums that show how close the club came to complete disaster
- Reveals the tensions and triumphs of working with managers Joe Royle and Kevin Keegan as they fought to turn City around
- Features contributions from board members, players and fans, which help show how a club is actually run and how key decisions came to be made
- Written with football journalist and William Hill Sports Book of the Year-shortlisted author Tim Rich
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

*We Were Really There* is the story of how Manchester City was saved from oblivion – told by the man who oversaw the rescue operation. Twenty-five years before City's historic Treble, they were a national joke, relegated to English football's third division. The only trophies the Citizens were likely to win, said chairman Francis Lee, were 'cups for cock-ups'. Enter David Bernstein. When he succeeded Lee as chairman in March 1998, City had just been relegated from the Premier League and were about to be relegated again. During their season in the third tier, City fans sang choruses of 'We're not really here!' in mocking disbelief at how far their club had fallen. Without Bernstein's work in five critical years as chairman, it is impossible to see how City would have been an attractive proposition to the investors from Abu Dhabi, whose takeover in 2008 paved the way for the Pep Guardiola era and unprecedented success. This is the tale of the rebirth of a football club, told from the inside.

#### Details

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