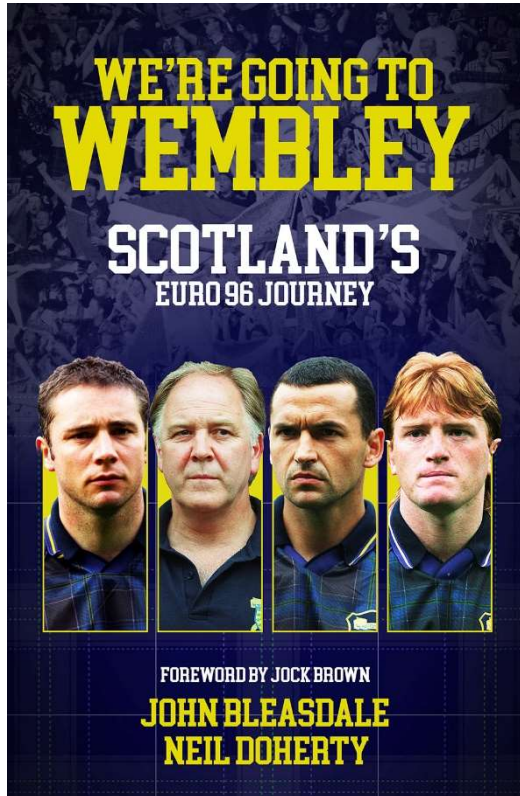




Title information



We're Going to Wembley

Scotland's Euro 96 Journey

By John Bleasdale and Neil Doherty

Key features

- Craig Brown shares his memories of guiding the team to qualification
- Interviews with some of the squad; and the journalists, who provide analysis on how Brown restored pride in a broken nation by leading Scotland to the Euros
- Fan interviews with the Tartan Army, who recollect their unique experiences following the team throughout the qualification journey, before giving the team tremendous backing in England
- Insight into how European football was changing, with an expanded qualification schedule and increased finals tournament participation from eight to 16 nations
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

We're Going to Wembley is the fascinating tale of how a team that were written off after failing to qualify for USA 94 came roaring back to restore Scotland's football credibility by reaching the Euro 96 finals. Having earned plaudits for their efforts in Sweden, Scotland went into decline during the next 18 months, culminating in the disastrous World Cup qualifying campaign for USA 94, which saw manager Andy Roxburgh depart and the gradual break-up of the squad. Roxburgh's assistant, Craig Brown, took up the hotseat, plus the daunting task of rebuilding faith in the side. Although the squad no longer possessed genuine world-class talents such as Graeme Souness and Kenny Dalglish, they had a remarkable team spirit that would carry them to the finals, and provide a dream ticket to Wembley to face the Auld Enemy. *We're Going to Wembley* brings you the inside story of that roller-coaster ride through interviews with Brown and his players, journalists and fans.

Details

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