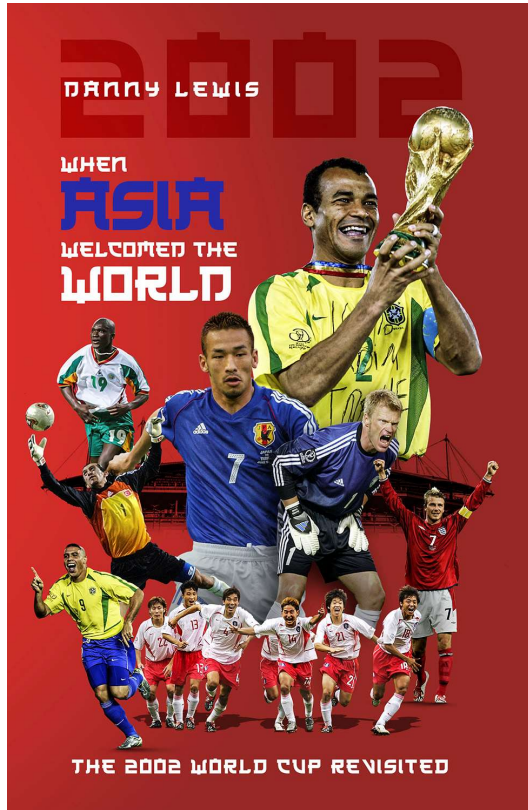




Title information



When Asia Welcomed the World

The 2002 World Cup Revisited

By Danny Lewis

Key features

- Explores and examines the 2002 World Cup, a tournament that has remained ingrained in football's collective memory for 20 years
- Celebrates the tournament's great characters, including Ronaldo, Oliver Kahn, David Beckham and Rüstü Reçber
- Delves into the numerous upsets that took place throughout the tournament as well as the controversies
- Looks at the tournament's legacy, especially within South Korea and Japan
- Features interviews with those who played a part in the competition and saw it first-hand
- Colour photo section depicts major players and moments from throughout the World Cup
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

When Asia Welcomed the World tells the story of the 2002 World Cup, a tournament that will be remembered for many reasons, from heart-warming stories to dark accusations. The book resurrects the great characters that lit up 2002's biggest footballing stage, including Ronaldo, Oliver Kahn, David Beckham and Rüstü Reçber, as well as humbling defeats for the game's giants at the hands of comparative minnows. It also explores the tournament's controversies and issues that arose before it had even begun. This was Asia's first ever World Cup, with South Korea and Japan also acting as the continent's first ever co-hosts. The tournament's legacy has proved to be a divisive one, but it has remained ingrained in football's collective memory for 20 years and will continue to do so.

Details

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