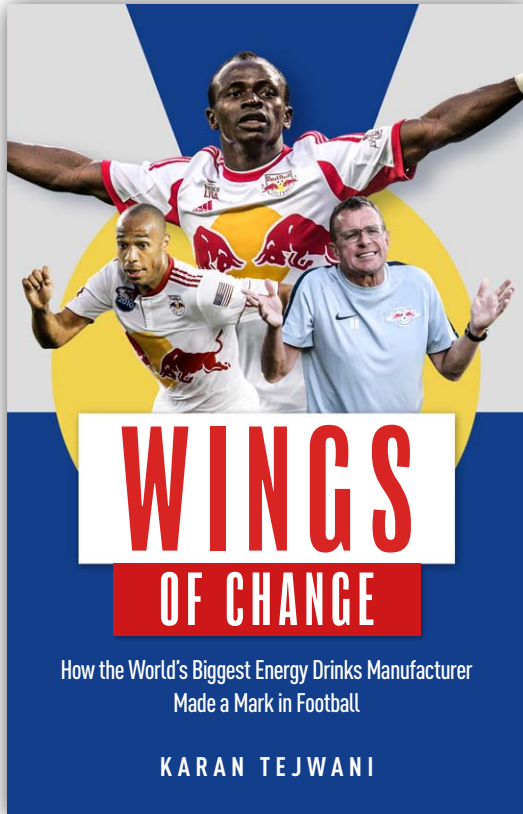




# Title information



## Wings of Change

How the World's Biggest Energy Drink Manufacturer Made a Mark in Football

By Karan Tejwani

### Key features

- Explores how the Red Bull group started in football in Salzburg, Austria, before taking the project to three other continents and making themselves as a force within the sport
- Shines a light on the controversies faced by the group for their highly commercialised approach and the fans' feelings
- Features revealing interviews with journalists, players and coaches who are working with the Red Bull Group
- Delves into Red Bull's youth development plans, their African connections, their scouting and recruitment success
- Profiles key figures in Red Bull's rise, such as Ralf Rangnick, Julian Nagelsmann, Paul Mitchell and Jesse Marsch
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

### Description

*Wings of Change* is the story of how the world's biggest energy drinks company made its mark in football. After years of success in beverages and extreme sports, Red Bull took over their local club, SV Austria Salzburg, controversially changing its name, crest, colours and history. While Red Bull were going strong, they faced a backlash from supporters who claimed they were damaging the integrity of the sport. Angry displays were seen at the ground and fans formed a phoenix club to honour the history of their former team. Similar projects soon followed in New York, Leipzig, São Paulo and Sogakope and again provoked hostility. Within a few years, Red Bull had captured the attention of the footballing world, developing an exciting line of talent across the globe. Now an established force in football, Red Bull's two most successful teams, RB Salzburg and RB Leipzig, are more prominent than ever. This book reveals how Red Bull changed the game, exploring their successes, controversies and innovations.

### Details

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