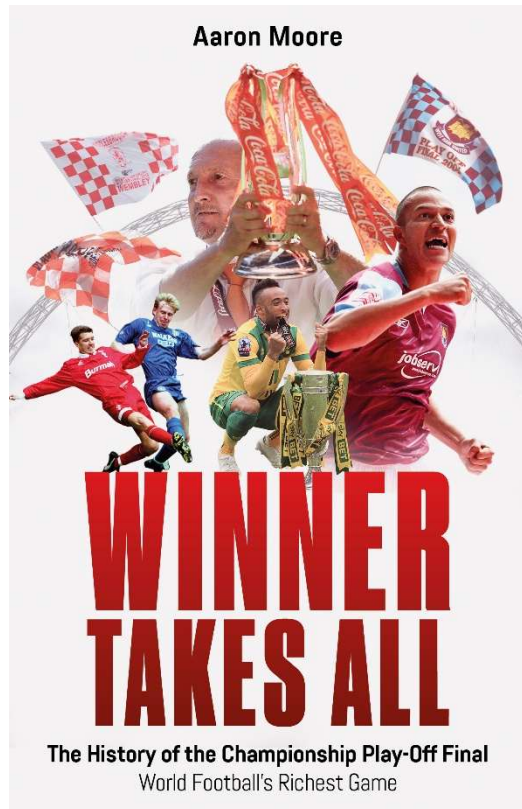




## Title information



### Winner Takes All

The History of the Championship Play-Off Final, World Football's Richest Game

By Aaron Moore

#### Key features

- In-depth look at the rise of financial rewards won by clubs that achieve promotion via the Championship play-offs
- Features the promotion stories of Charlton Athletic, Birmingham City, West Ham United, Huddersfield Town and Luton Town
- Stories told through the words of chairmen, managers, players and fans from 1992/93 to 2023/24
- Read the words of Martin Ling, Danny Butterfield and Bobby Zamora, who played a key role in their respective sides' promotions
- Reveals how Sky Sports has changed the face of top-flight football over the past three decades
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

*Winner Takes All* charts the highs, lows and riches that follow promotion to the Premier League through a host of compelling stories featuring the likes of Charlton Athletic, Birmingham City, West Ham United, Huddersfield Town and Luton Town, from the Premier League's inaugural 1992/93 season to 2023/24. Dubbed the most valuable single football match in the world, the Championship play-off final doesn't just secure a place in the illustrious Premier League. From increased matchday revenue, broadcast revenue and commercial revenue, the winner reaps immediate rewards and the promise of further wealth should they avoid relegation. The likes of Swindon Town, Watford, West Ham, Fulham and Norwich City have all tasted the success of a play-off final victory, but how did they fare after promotion? Documenting the triumphs and travails of newly promoted sides through the eyes of journalists, fans and club staff, this innovative book gives you the low-down on life after top-flight promotion.

#### Details

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