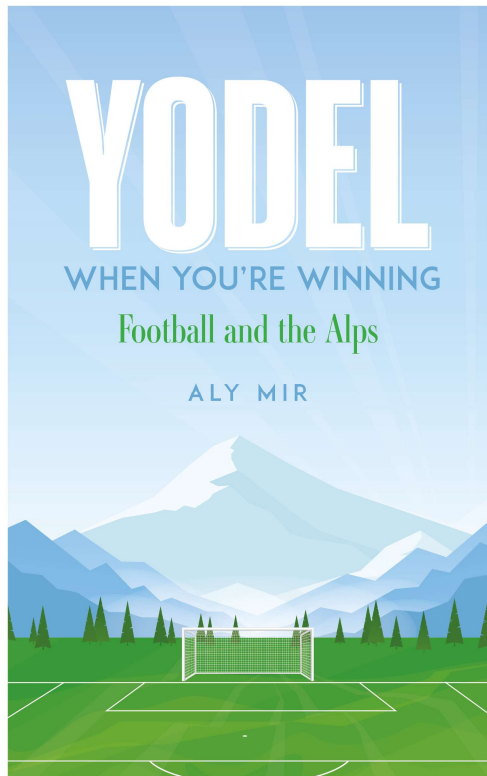




## Title information



### Yodel When You're Winning

Football and the Alps

By Aly Mir

#### Key features

- Fascinating eyewitness accounts of Alpine football
- First English-language book dedicated to football in all eight Alpine countries (Austria, France, Germany, Italy, Liechtenstein, Monaco, Slovenia and Switzerland)
- Accounts of more than 25 matches attended by the author over a period of more than 20 years – from a Champions League Final to mountain village fixtures
- Exclusive insider insight from Alpine footballers
- Looks at the impact of high altitude on footballers, as well as the game's consequences for the environment
- Story is brought to life by unique colour photos from the author's personal collection
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

Step inside the wonderful world of Alpine football in this unique book brimming with enthralling eyewitness accounts of matches involving teams from western Europe's most mountainous region. Covering a 20-year period, the book offers an alternative and sometimes quirky perspective that takes in various aspects of Alpine culture. Discover why an Austrian team celebrated a 5-0 victory by wading into ice-cold glacial meltwater. Relive the Champions League adventure of tiny Thun from the Bernese Oberland. Or read an immersive account of hiking up to 6,300ft to see a match at Europe's highest permanent football stadium. *Yodel When You're Winning* is the first English-language book dedicated to football in all eight Alpine countries. It brings us a diverse range of views – from players to club administrators, through to an actor from a classic football film set in the region, and a politician involved in debates about the behaviour of local ultras. Above all, this is a book for anyone who loves to watch and learn about football in beautiful or unusual places.

#### Details

Publication: 21 July 2025  
Price: £16.99  
ISBN 13: 9781836801535  
Format: 216mm x 138mm  
Binding: Paperback  
Extent: 272 pages  
Category: Football

Trade Orders to:

Macmillan Distribution (MDL),  
Cromwell Place, International Business Park,  
Lime Tree Way, Basingstoke, Hampshire RG24 8YJ

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