CONTENTS

List of Figures and Table  page x
List of Contributors  xi
Foreword by Sir Michael Parkinson  xvii
Chronology  xxiii

‘And did those feet...’: Introduction  1
Alan Tomlinson

PART ONE – FOUNDATIONS

1 Kicking Off: The Origins of Association Football  13
Dave Russell
The Game-Changers: Billy Meredith  29
Huw Richards

2 Uruguay: The First World Power  32
Chris Taylor
The Game-Changers: Henri Delaunay  46
Huw Richards

3 Austria and Hungary: The Danubian School  49
Huw Richards
The Game-Changers: Alfredo Di Stéfano  65
Rob Steen

4 Italy: Football as Politics – Mussolini to Berlusconi  68
Paddy Agnew
The Game-Changers: Pelé  83
Huw Richards
CONTENTS

5 Brazil: Rhythm and Grooves
   Jim White
   The Game-Changers: Diego Maradona
   Huw Richards
   86

6 Africa: Towards Global Football Citizenship?
   Paul Darby
   The Game-Changers: Eusébio
   Rob Steen
   102

PART TWO – DEVELOPMENT

7 Money, Money, Money: The English Premier League
   Peter Berlin
   The Game-Changers: Didier Drogba
   Jed Novick
   121

8 The Boss: A Very British Convention
   Colin Shindler
   The Game-Changers: Sir Alex Ferguson
   Will Tidey
   143

9 David Beckham and the Celebrity Phenomenon
   Jed Novick
   The Game-Changers: George Best
   Rob Steen
   161

10 Football and Feminism
    Jean Williams
    The Game-Changers: Mia Hamm
    Huw Richards
    181

11 Fans: Consumers, Hooligans and Activists
    John Williams
    The Game-Changers: Franz Beckenbauer
    Rob Steen
    198

12 Sheepskin Coats and Nannygoats: The View from the Pressbox
    Rob Steen
    The Game-Changers: Havelange, Blatter and Platini – The Ruling Class
    Rob Steen and Jon Vale
    217
## Contents

13  Brought to Book: Football and Literature  
    **Peter Stead**  
    The Game-Changers: Johan Cruyff  
    **Jon Vale**  

**Part Three — Where We Are**

14  What Took You So Long? Spain Conquers the World  
    **Huw Richards**  
    The Game-Changers: José Mourinho  
    **Jed Novick**  

15  Where Next? Football’s New Frontiers  
    **Toby Miller**  
    The Game-Changers: Lionel Messi and Cristiano Ronaldo  
    **Jed Novick**  

**Further Reading**  
**Index**