

MONEY AND FOOTBALL

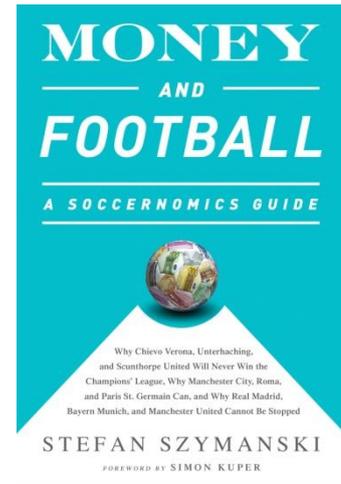
A Soccernomics Guide

Why Chievo Verona, Unterhaching, and Scunthorpe United Will Never Win the Champions' League, Why Manchester City, Roma, and Paris St Germain Can, and Why Real Madrid, Bayern Munich, and Manchester United Cannot Be Stopped

By Stefan Szymanski

Foreword by Simon Kuper

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What do Real Madrid and Havnar Bóltfelag have in common? Was David Moyes unlucky? Does it ever make sense for a football club to borrow money? How did the Swansea City Supporter Trust triumph when Notts County's almost destroyed the club? All of these questions have to do with the finances of your football club. In this new book **MONEY AND FOOTBALL** Szymanski gives the answers to all this and more.

Football and finance have always been closely linked, but the astonishing growth in football club revenues in the last 25 years has forced fans to pay attention. How is it that so many clubs exist on the verge of financial collapse when there is so much money in the game? Szymanski combines a cool economic analysis with hard data to show how the system works, why some clubs succeed and others fail.

For many years Szymanski has been an iconoclastic thinker about the football business, widely respected even by those who disagree with his opinions. **MONEY AND FOOTBALL** shows why. He dissects in detail the intricacies of club performance and financial data going back more than half century in a way that that is immediately comprehensible.

Szymanski frames the debate on football's future. He explains why UEFA's regulatory system, *Financial Fair Play*, works against the interests of the fans and should be scrapped. He shows how American-style restraints such as salary caps are fundamentally at odds with the traditions that football fans in Europe treasure.

Modern football is chaotic – but should we worry? Szymanski concludes not. Intense competition is good for the fans, so long as football clubs survive – which they always do. The rich men who sink their fortunes into subsidising our entertainment should be encouraged to go on doing so – their loss is our gain.

About the author: *An economist and sports historian Stefan Szymanski is Professor of Sport Management at the University of Michigan. He is author of the bestselling **Soccernomics** (with Simon Kuper), and **Winners and Losers: The Business Strategy of Football**. He was born in Nigeria, raised in England and recently moved to Michigan. He is available for interview. For further information or a review copy please contact Jane Beaton on 07802 433471 jane@kewpublicity.co.uk.*