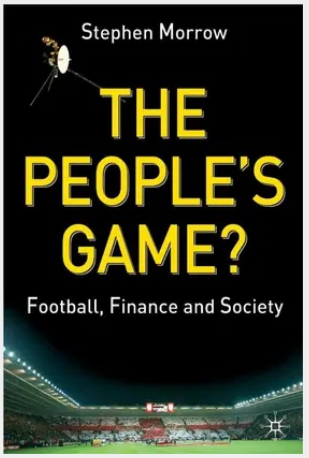
Morrow

The People's Game?

Football, Finance and Society

The beautiful game is big business. Football leagues worldwide are being dominated by clubs who are becoming richer and more powerful. Enormous corporate investment, deals with media giants, huge volumes of merchandising and dedicated TV channels mean that football teams are as concerned with the affairs of the boardroom as what is going on on the pitch. In this dynamic new book, Stephen Morrow examines the changing face of football, looking at issues such as the role of the stock exchange, the viability of the stakeholder approach, the 'new economics' of football including the role of media firms and the social impact of the sport.



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