

The People's Game?

Football, Finance and Society

The beautiful game is big business. Football leagues worldwide are being dominated by clubs which are becoming richer and more powerful. Since the first edition of this book was published in 2003, much has changed in the industry. However the central challenge remains how best football, its leagues and clubs can navigate a path between the logic of the market and the logic of community (social), while also remaining focused on a sporting logic.

In this second edition, author Stephen Morrow offers a critique of football's economic structure, prevalent models of club ownership and governance, and new approaches to regulation that have emerged. The book also reflects on the Covid-19 pandemic and on ways in which it has illuminated many of the structural weaknesses inherent in football. It also offers an insight into the woman's game and its financial development in some countries, as well discussing issues such as football's response to environmental challenges.

Drawing on theory and new literature from across relevant academic disciplines, this book seeks to make sense of the current challenges while also putting forward solutions as to how football can continue to harness and build on its social and community significance.

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