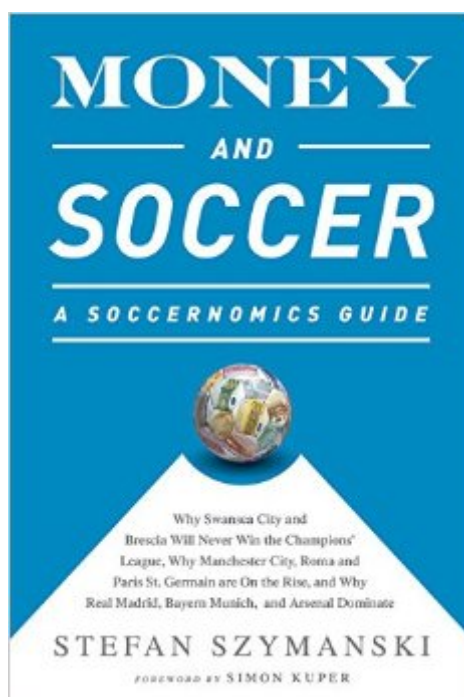


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Money And Soccer: A Soccernomics Guide: Why Chievo Verona, Unterhaching, And Scunthorpe United Will Never Win The Champions League, Why Manchester ... And Manchester United Cannot Be Stopped



Synopsis

Modern soccer is big business. From the ill-received takeover of Manchester United by the Glazer family to Paris Saint Germain's current shopping spree for the best footballers on the planet, soccer finance has become an increasingly important part of the game. Barely a summer goes by now without a cherished club going into administration or a wealthy businessman funding a mid table team's ascension to Champions League competitor. Meanwhile, the twice-annual multi-million dollar merry-go-round of transfer season sees players (and now managers) signed for sums thought impossible just a decade ago. Understanding soccer finance has become essential for comprehending the beautiful game. But for many fans, soccer finance remains, frustratingly, a world that is opaque and difficult to grasp. Stefan Szymanski, co-author of the bestselling *Soccernomics*, tackles every soccer fan's burning questions in *Money and Soccer: A Soccernomics Guide*. From the abolition of the maximum wage in the 1960s, through to the impact of TV money both at home and abroad in the 1990s and 2000s, Szymanski explains how money, or lack of, affects your favorite club. Drawing on extensive research into financial records dating back to the 1970s, Szymanski provides clear analysis of the way that clubs have transformed in the modern era. This book isn't limited to European clubs. Szymanski, a renowned expert on sports management and economics, looks at what we can learn from comparing the ascension of Europe's biggest clubs to their lofty perches and with new financial models across the world. Through careful research and informative stories drawn from around the globe, Szymanski provides an accessible guide to the world of soccer finance.

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Customer Reviews

I found *Money and Soccer* (2015) to be a very well-researched and intelligent book about the professional European soccer business and related economic issues. Szymanski has put years of effort into researching and collecting financial information about the subject and put it together in a lucid way, accessible to a reader with moderate knowledge of finance and economics. The book is fortunately not one of those "debunking" books showing just how smarter academic economists are than the hoi polloi actually running these businesses, but instead is a measured examination of its subject which at times either agrees or disagrees with conventional wisdom. Note that Szymanski doesn't cover things like Latin American pro football or FIFA national competitions, like the World Cup or Euro Cup. The research spans about fifty years and includes intensive data analysis, with the Premier and other British football leagues receiving particular attention as the English have maintained especially detailed financial records. I have one major conceptual criticism of one of Szymanski's points, which I will write about below, but I learned much from *Money and Soccer* and found it an excellent effort that anyone with interest in the business of sports will want to read. Szymanski covers the following: 1) He finds that soccer leagues everywhere seem to stratify into "superclubs", sustainably successful middle tier clubs and more marginal clubs. He interestingly makes a telling comparison between the Faroe Island league (didn't know it existed? Neither did I), which has a dominant club, and Real Madrid and La Liga, pointing out the similarities in the league hierarchies despite the massive differences in money and player quality between the two.

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