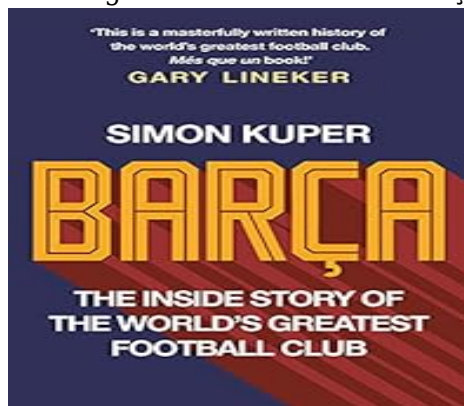


Barça: The inside story of the worlds greatest football club By Simon Kuper Ms que un book! GARY LINEKER From the bestselling co author of Soccernomics comes the story of how FC Barcelona became the most successful football club in the world and how that envied position now hangs in the balance. He outlines the organisational structure behind the clubs business decisions and details the work of its coaches medics data analysts and nutritionists who have revolutionised the sporting world. But after decades of writing about the sport and the club Kuper was given unprecedented access to the inner sanctum and to the people who strive daily to keep Barcelona at the top. Erudite personal and capturing all the latest successes and upheavals his portrait of this incredible institution goes beyond football to understand Bara as a unique social cultural and political phenomenon:

This is a masterfully written history of the worlds greatest football club. Bara is not just the worlds most popular sports club it is simply one of the most influential organisations on the planet. With almost 250 million followers on social media and 4 million visitors to its Camp Nou stadium each year theres little wonder its motto is More than a club. In the past three decades Barcelona has transformed from regional team to global powerhouse becoming a model of sporting excellence and a consistent winner of silverware: And of course he studies the towering influence of the clubs two greatest legends Johan Cruyff and Lionel Messi, Like many leading global businesses FC Barcelona closely guards its secrets granting few outsiders a view behind the scenes: I began my research thinking I was going to be explaining Barcas rise to greatness and I have but Ive also ended up charting the decline and fall: Barça: The inside story of the worlds greatest football club



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