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By F. Soriano



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Contains fascinating facts that aren't found in either the sports or business press that reveal the behind the scenes world of international football. Soriano teaches us the importance of strategy as he examines how managers can waste millions of euros making decisions that lack any logic at all in both football and business.



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Review

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'Peppered with anecdotes compiled during his years as vice-president of FC Barcelona this book is a fun read for sports fans and a must read for business executives who need to manage human beings... and chance.' Xavier Sala-i-Martin, Jerome and Matthew Grossman Professor of Developmental Economics, Columbia University, New York City, USA

'An interesting read to get all of the football perspectives.' Johan Cruyff, former FC Barcelona player and coach

About the Author

FERRAN SORIANO Former Vice President of the Barcelona Football Club, and the current president of Spanair, the second biggest airline in Spain. He was the FC Barcelona's VP from 2003 until 2008, five of the most important years for the club. He helped to turn a ruined club into a very profitable company and to create a football team which fills sports fans all over the world with enthusiasm.

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