

He is more astute in his consideration of business matters and historical events that threatened the league's existence. Rival leagues initiated play as early as 1926, with a more potent threat occurring from 1946-49. World War II and its consequent drain on personnel caused the temporary merger of franchises, and television played a major role in the relocation of teams in search of greater market shares. Ziembra is at his best in chronicling the intense rivalry of the Cardinals with the crosstown Chicago Bears, an adversarial relationship that preceded the league itself; and in his portrayal of the unpampered athletes of the past. For the 1947 championship game, won by the Cardinals, players were instructed to ride buses from the train station to the team hotel. 'DO NOT TAKE TAXICABS. The club will not be responsible for any of your expenses except room and meals. Any other expenses which you may incur will be charged to your account and will be deducted from your next pay check . . . the Road Secretary will give each of you \$2.00 for your evening meal' (p. 345). The quote, like the book, provides a worthwhile excursion in gaining a historical perspective.

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Richard Giulianotti, *Football: A Sociology of the Global Game*, Cambridge: Polity Press, 1999. Vii-xvi + 218pp. £14.99/\$US29.95 (pb) \$62.95 (hb).

To attempt to write a critical and genuinely global sociology of football within just 80,000 words is a bold and ambitious project, but Richard Giulianotti has every reason to be pleased with his efforts. The book has a wide focus in terms of both geography and subject matter, and shows a willingness to engage with a range of sociological and anthropological perspectives. By thus avoiding the quasi-theological straitjacketing that sometimes fetters sports sociology it becomes of great value to readers from a number of different disciplines. Two key premises hold the wide-ranging narrative together. First, the author identifies a trajectory that sees the game passing through broad stages categorised as 'traditional' (to the early 1920s), 'modern' and 'post-modern' (from about 1990). Even as an historian inclined to puncture such grand narratives, I found this a sensible and helpful way of giving shape to football's history, all the more so because Giulianotti is acutely aware of the overlaps between, and complexities within, his different eras. Alongside this, while anxious to interrogate the impact of globalisation on individual football cultures, Giulianotti is clear that 'football's diffusion across the world has enabled different cultures and nations

to construct particular forms of identity through their interpretation and practice of the game' (p. xii). Many of the strongest parts of the book come from his exploration and expansion of this point,

The book is extremely well-written and accessible and shows Giulianotti to be a skilled synthesiser as well as a thoughtful and purposeful researcher. His major concerns include the role played by class, gender, race and ethnicity in structuring football's social and cultural relations; spectator cultures; the business of contemporary football; the status of the professional footballer and the aesthetics of the game. The extended treatment of the latter topic is especially welcome for, as Giulianotti argues, it is a rich area much neglected within the existing literature. His writing here is always stimulating although at times his attempts to search for social and cultural meaning does lead to some strained interpretation. Is it really possible to suggest that 'catenaccio actuated the cultural politics of the Cold War, the phoney war of attrition, with bluff-calling and nerveless deception played out before huge defensive stockpiles'? Throughout the book, he proves a shrewd observer of the contemporary game, his commentary often fuelled by a barely concealed dislike for the metropolitan middle class arrivistes, who, educated by Nick Hornby and the glossies, "'do football'" to flesh out the popular culture dimension of the social curriculum vitae' (p. 151). The book concludes with a thoughtful seven point agenda for future study, stressing above all else the importance of serious and critical fieldwork and research as opposed to armchair theorising.

In a book of this scope there are inevitably moments when the pace of the text renders the reader somewhat breathless, although they are relatively infrequent. Impressively, there are few factual or typographical errors, so it was a surprise to meet a Bill Shankley at one stage. More fundamentally, the book does tend to continue the standard trend of seeing 'football' as co-terminous with the professional game only at elite level. Giulianotti's coverage of the English game in the 1990s, for example, with its reference to expensive family stands and a merchandising imperative driving clubs to 'pursue wealthier, national fan groups rather than satisfy local supporters' (p. 147) captures the situation at a small number of leading Premiership grounds. However, followers of smaller Premiership sides and the fans (fifty per cent of those attending professional games) who watch Nationwide League football, might have rather different experiences. It is important that academics do not imitate the media's obsession with just one aspect of the contemporary game.

Strangely, however, my biggest concern of all is with the bibliography. This may seem trivial, given both the level of intellectual significance that normally attaches to such technical apparatus and the fact that Giulianotti's is so full (22 pages) and helpful. However, it has gaps and most noticeably, these include the works of at least two writers, Anthony King and Bert Moorhouse, who have had critical things to say about Giulianotti's work and that of some of

his colleagues and collaborators. At one level, I have some sympathy. The tone of Ring's introduction to his *The End of the Terraces* (1998) crosses the line between the justifiably combative and the straightforwardly offensive rather too often, and is a prime example of the unnecessarily adversarial relationships often present in the world of football studies in the last decade. However, ignoring one's critics is no way of dealing with them, particularly when they have had interesting things to say and when you have produced such a thoroughly thought-provoking and useful book as this.

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Hugh Dauncey and Geoff Hare, eds., *France and the 1998 World Cup*. London: Frank Cass. 232pp. £16.99/\$US22.50 (pb); £37.50/\$US49.50 (hb).

A World Cup coming to town is serious business. New Labour's scramble for cultural capital with England's 2006 bid associates them with the national iconography of 1966, not to mention the Walker's Crisps double act, Gary Lineker and Michael Owen. Throw in the unknowing self-mockery of Westminster's chirpy cockney wit, Tony Banks, and its no wonder the FIFA heads are spinning. Will it be Germany, South Africa or good old blighty? The world nervously awaits the final decision.

As the formidable collection of writers assembled for France and the 1998 World Cup bear testament, that wait will combine multinational conglomerates, media corporations, municipal leaders, regional and national governments, football fans, clubs and national associations, the police, legions after legions of architects and builders and the wide variety of pressure groups that take form as a civil society. Gerard Houllier in the book's introduction is quite certain of the significance of the 1998 World Cup to France, 'it is without doubt the start of a new era'. The sight of President Jacques Chirac and Prime Minister Lionel Jospin competing to show off their depth of commitment to a game that had hitherto been marginal to French national culture, is a powerful enough symbol to convince us all that lifting a World Cup can provide the kind of moment that opportunist politicians everywhere dream of. But cynicism can go too far. The book's editors, Hugh Dauncey and Geoff Hare, quite rightly portray France's World Cup summer as a popular celebration, and one which served to isolate the previously potent Front National fascists to the sidelines of ignominy.

The potential for football to serve up as a by-product of success on the field national unity is never very far away, a potential well-documented in the