

their hooliganism researches). We might note here, however, that knowledge is fine as long as it is free of social distortions and access to it is equal; and that we don't lose sight of the need for other resources to be more equitably distributed. A more interventionist sociology might help in this respect. In modern Britain, we still pass too many people shuffling through our copious public libraries for warmth while sleeping in doorways under piles of 'myth-destroying' newspapers,

In terms of market appeal, neither the Maguire text nor the Gruneau book fits too easily into a textbook category for sociology of sport courses. The cover designs are notably bland and uninspiring, suggesting the publishers abandoned luring in the general student market or the 'educated reader'. Gruneau's book is certainly the more useful as a teaching aid, its opening two essays having particular value. Alternatively, Maguire's work reads at times as a collection of essays and is too preoccupied with figurational matters for it to have much appeal to those working at least partially with other standpoints.

On balance, there is little doubt that Gruneau's book will continue to have a more lasting impact, offering a critical standpoint that remains highly relevant to contemporary sport, and confirming the value of an 'interdependent' theoretical approach towards sport's sociological investigation.

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John Sugden and Alan Tomlinson, *FIFA and the Contest for World Football: Who Rules the Peoples' Game?*, Cambridge, Polity Press, 1998. pp x + 294. Notes, bibliography, index. ISBN 07456 1661 5. £13.99.

Gary Armstrong and Richard Giulianotti (eds), *Football Cultures and Identities*, London, Macmillan, 1999. pp xi + 259. Notes, bibliography, index. ISBN 0333 73010 0. £15.99.

Richard Giulianotti, *Football, A Sociology of the Global Game*, Cambridge, Polity Press, 1999. pp xvi + 218. Notes, bibliography, index. ISBN 07456 1769 7. £14.99.

As if mirroring Ruud Gullit's calls for new-age 'sexy' football (*World Soccer*, October 1998), scholars are now turning to soccer in a new wave of research in which every subject is fertile ground for sociological, political and historical research. The three works reviewed here are part of a recent plethora of material examining football and its global expansion. Each book takes a different approach to analysing the historical and contemporary globalisation of the world's most popular sport, with varying degrees of success.

World football has entered an interesting and lucrative epoch. Television now pours incredible sums of money into the sport, fuelling frenetic commercialisation and consumption. Salaries and transfer fees for professional players, particularly in Europe, are at all time highs, new competitions and fixtures have emerged, and the print and broadcast media provide saturation coverage. World football is undeniably big business but, as the three books under review point out, there are clear distinctions between the haves and the have-nots within the game.

In *FIFA and the Contest for World Football*, John Sugden and Alan Tomlinson focus on 'the organisational base of world football development, as manifest in FIFA's

contribution, and the theoretical debate about how best to make sense of this' (pp. 3-4). Their book is not a general examination of the history of world football, but a critical analysis of FIFA's role in its development. They aim to critique FIFA's role in the world's sporting political economy. Central to their analysis is the concept of power and organisational theory. They also adopt an investigative approach on the grounds that 'the road to understanding and truth involves probing beyond the official and formal surface of social phenomena' (p. 3).

Football Cultures and Identities comprises eighteen essays written by a geographically diverse range of sociologists, anthropologists and historians who map the development of playing and spectator cultures around the world. Armstrong and Giulianotti have assembled the articles into five sections. The first considers 'traditional' or 'old world' football powers, including England and Germany. The second looks at countries such as Sweden and Brazil whose football traditions the editors label 'innovative'. The third views peripheral footballing countries, like Indonesia, which have their own distinct traditions. Divided footballing spheres, notably Northern Ireland and the former Yugoslavia, are considered in section four, which analyses the impact of football on the political situations in those regions. The final section examines emergent footballing nations, such as the USA and South Africa (though the latter has a long soccer history), and the development of footballing cultures therein.

Giulianotti is quick to emphasise that *Football: A Sociology of the Global Game* is 'not intended to be a second doctoral thesis, but instead seeks to provide the first "sociology of football" by exploring the game's major social properties and issues' (p. xiii). He traces the diffusion of modern football from Britain to Europe, South America and beyond, examining issues of class, nationalism, fan culture, finance, players, tactical aesthetics and cultural politics. He examines football as a social phenomenon, analysing its meaning to those who watch, play, coach, and sell the game.

Football is a masterly example of soccer as an academic subject. Giulianotti's knowledge of the sport is without question, while his grasp and application of theory is superb. In each subject area Giulianotti applies different theories to provide a detailed understanding of the game and its complexities. For example, his explanations of tactical developments from W-M to *catenaccio*, which he argues reflect Fordism as a mode of production and capital accumulation and Cold War political strategies respectively (pp. 130-35) are clear and convincing. His discussions of cultural politics (Chapter 8) similarly display a sophisticated perception of the role of football in reflecting wider societal issues, such as racism, ethnicity, gender discrimination and the bourgeois character of new 'consumer' spectators. (pp. 160-64). Importantly, Giulianotti never loses his focus on the game itself.

FIFA and the Contest for World Football, on the other hand, often strays from the authors' objectives. Whereas Giulianotti deals with the detail in a concise and precise manner, Sugden and Tomlinson rely on long sections of exhaustive detail and descriptions of various FIFA actions and attitudes to expose their 'understanding and truth'. The discussion of Soviet interaction with FIFA in relation to the USSR's abortive 1973 World Cup qualifier in Chile (pp. 190-93) is excellent, as is their analysis of FIFA's role in the development of Asian football (pp. 173-76). But these are, unfortunately, exceptions. Reliance on description, and a predominance of seemingly unconnected, and even irrelevant, material makes this book hard reading. In addition, the surplus of historical mistakes is irritating. For example, Cameroon's opening match of the 1990 World Cup was against defending champions Argentina,

not the hosts (p. 147); Saudi Arabia faced Sweden, not Germany, in the second round of USA 1994 (p. 156); and Brazil faced and lost to Nigeria in the semi-final of the 1996 Olympic tournament, not the final (p. 157).

As a collection, *Football Cultures and Identities* is a better quality book than Giulianotti and Armstrong's *Entering The Field* (Oxford: Berg, 1997). Particularly impressive are the contributions by Geoff Hare and Hugh Dauncey ('The Coming of Age: the World Cup of France '98') and Can Kozanoglu ('Beyond Edirne: Football and the National Identity Crisis in Turkey'), who effectively employ theory and discussions of national characteristics to analyse the history of the game, and Armstrong and Mitchell's fascinating historical examination of Maltese football. The latter offers interesting insights into colonial relations, fan expectations, and the impact of foreign football coverage on the domestic game. In this way, the essays serve as a good introduction to Giulianotti's *Football*. Armstrong and Giulianotti's collection covers the world game from Scotland, to Palestine, to South Africa. While this diversity of disciplines – not to mention approaches – makes assessment of the collection difficult, it also adds to the appeal of the book which is, on the whole, effective and well organised.

Football is readable, original, and its primary focus is *the game*. Although it has large theoretical content, it is never dry or obtrusive. Giulianotti's pleasing style is crucial in making the book a success, and it should be considered as a seminal text in the field of football academia. *FIFA and the Contest for World Football* disappointed me. Much of its material was not consistent with the authors' stated objectives, and, too often, examinations of regional or national football politics (such as the case of Africa and Cameroon) were discussed without adequate reference to FIFA. The treatment of the Oceania Confederation, for example, by its president, Charles Dempsey, and the wider FIFA organisation would have illustrated many of the points made by Sugden and Tomlinson. They even interviewed Dempsey in the course of their research, but failed to develop the case of Oceania. It was a lost opportunity. From such prolific scholars in this field, I expected more.

These books reinforce the fact that among a significant proportion of the world's population, football is, to paraphrase the late Bill Shankly, a matter more serious than life or death. One of the key requisites for any successful theoretical analysis of football is the need to consider *the game* first and foremost. Some academic works tend to meld football into theory, rather than explaining how theory clarifies the interpretation of football. This leaves the impression that football is being seconded for the sake of proving a theoretical point, rather than examined and interpreted through the use of theory. Of the works considered here, *Football* is the most successful in that regard. Here's hoping for more.

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