

To conclude on a more positive note, it remains to be said that since the earliest Sporting Traditions conferences, critics have been calling for detailed research on the treatment of sport in newspapers and journals. Here, at last, in *Feminae Ludens*, John Daly has demonstrated how this task can be approached by mixing autobiography and sports history in a study that is topical, jargon free, thoroughly readable and clearly informative.

RobHess

Department of Physical Education and Recreation

Victoria University of Technology

Alex Fynn and Lynton Guest, Out of Time: Why Football isn't Working. Simon and Schuster, London 1994. pp. xii + 355. \$34.95.

Association Football, or soccer, is undoubtedly the most widely played and popular spectator sport in the history of the world. A game codified and developed by the English in the second half of the nineteenth century, soccer has been exported to virtually every nation. The 1994 World Cup, played in the United States of America (who paradoxically do not have a professional outdoor league) has drawn enormous crowds and attracted a large world wide television audience. Most people who follow soccer focus their attention on the deeds performed by great teams and star players on the field of play. This however, should not distract us from the realisation that soccer is an activity, or more correctly a business, which generates income in the billions of dollars. Many people, only some of whom are players, make a nice living from the game.

In Out of Time Fynn and Guest are primarily concerned with examining recent major developments associated with the business, or off the field, activities of soccer. The starting point of their analysis is the decline of England as a force in world soccer (and criticism of the former national team manager Graham Taylor). Many of their chapters are

concerned with various aspects of the organisation and administration of soccer in England/the United Kingdom. Information is provided on the emergence of the breakaway Premier League, disputes within leading clubs, junior football and standards of coaching and training. Fynn and Guest also examine issues associated with the globalisation of football and the increasing role of UEFA and FIFA in the organisation of soccer. Chapters are devoted to European and World Cup soccer, the dominance of the Italian club AC Milan under the corporate leadership of Silvio Berlusconi (who since the writing of this book has become Italy's Prime Minister), and the corruption scandals (inducing opposing teams to play dead) associated with French club Marseille and club president Bernard Tapie.

Fynn and Guest have provided a study of an unstable oligopoly, which is under pressure due to the globalisation of the game brought about by television. Technological developments in television production have seen the emergence of new channels competing with traditional suppliers for the product that attracts large audiences. Leagues throughout the world have been inundated with a new breed of sophisticated money men and agents offering big figure deals if only you will sign on the bottom line. Soccer is rife with rumours of kickbacks, bribes and corruption.

Clubs, leagues and national associations find themselves caught in a three way dilemma. The needs of their respective domestic league and cup competitions compete not only with the demands of national teams and programs but also with the lucre beckoning in the distance from European club competitions. The top teams of national leagues are finding themselves increasingly attracted to the development of a European Super League. The picture that Fynn and Guest paint is of a sport, or business, in chaos. Those who run clubs and leagues are unsure what to do, and are hell bent on the pursuit of their own personal or club needs rather than devising a blueprint for the overall benefit of soccer.

While Fynn and Guest have brought together many of the major issues confronting the world game, *Out of Time* is not beyond criticism. A major problem with the book is its lack of planning and organisation. More thought could have been given to the structure of the book, and the planning of individual chapters. For example the book lacks both a solid introduction outlining how material will be presented/organised and a conclusion drawing the threads of their study together. If Fynn and Guest had adopted such a strategy, *Out of Time* would have avoided repetition and have been shorter (without any loss of content) and sharper in its analysis. Fynn and Guest also have a predilection for having a bet both ways in offering policy recommendations. For example, they suggest that soccer would be well advised to have a strong person - a commissioner as in North American sports - to make decisions and resolve issues of dispute. Putting to one side their knowledge concerning the role of such commissioners in North American sports such as baseball, they criticise UEFA and FIFA for their 'heavy handed' intervention in the corruption sagas at Marseille. They had a preference for allowing due processes of the law to work themselves out. Moreover, their support for a commissioner seems to be inconsistent with their general support for the operation of market forces.

Despite these critical comments Fynn and Guest have brought together useful information on recent developments within English and world soccer. Like other activities soccer has been unable to insulate itself from the wondrous workings of international markets.

Braham Dabscheck
School of Industrial Relations
University of New South Wales