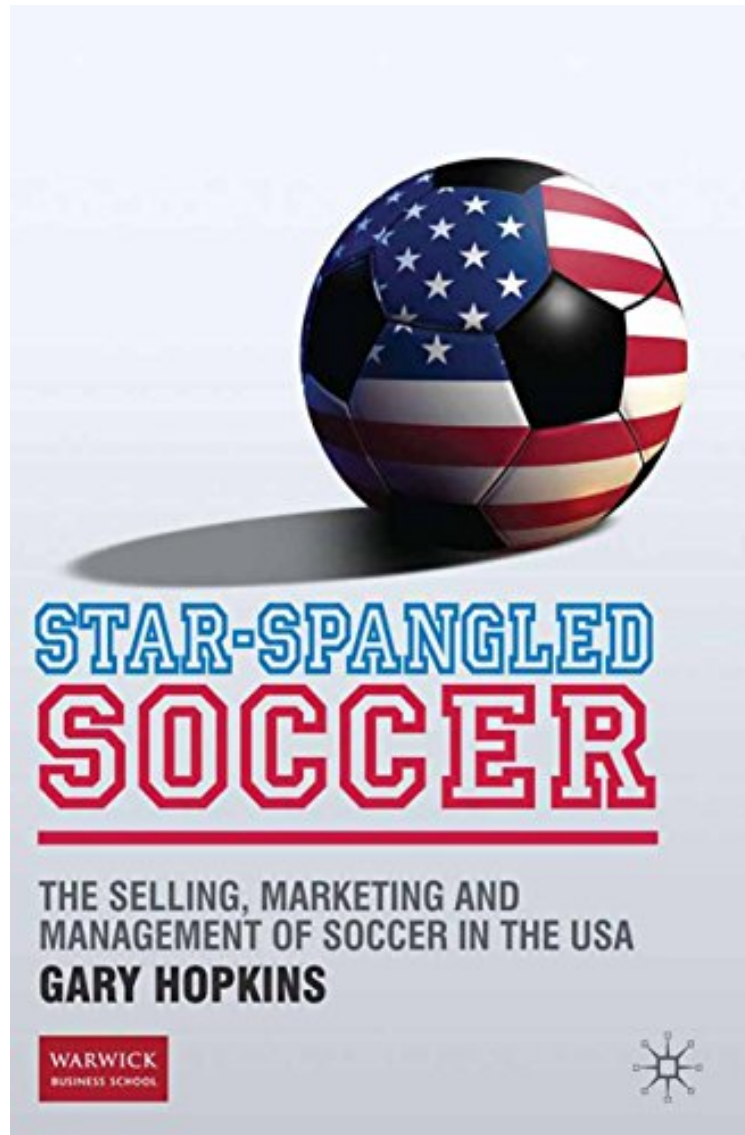


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# Star-Spangled Soccer: The Selling, Marketing and Management of Soccer in the USA

*G. Hopkins*

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**G. Hopkins : Star-Spangled Soccer: The Selling, Marketing and Management of Soccer in the USA** before purchasing it in order to gage whether or not it would be worth my time, and all praised Star-Spangled Soccer: The Selling, Marketing and Management of Soccer in the USA:

3 of 3 people found the following review helpful. An Insider's view of 20 years of American Soccer growth By roger faulkner Gary Hopkins provides a terrific inside view of the extra-ordinary growth of soccer in the US over the last two decades. He is able to chronicle the quantum changes that were wrought by the ascendancy of Steinbrecher,

Rothenberg, Gulati and Garber to the helm of the sport in the United States. While Hopkins played a significant role himself he does not dwell on his own contributions but instead examines how a unique mix of personalities, corporate interests and FIFA's desire for a greater presence of soccer in the US came together with immaculate timing for the development of the game. Using his strong personal relationships he also takes us behind the scenes revealing the enormous leaps of faith required for the US to host the 1994 World Cup, the Womens' World Cup in 1999, and to initiate and sustain MLS through its early struggles. This is however no dry academic study of the economic forces and management strategies that influenced soccer's development. His book has sufficient focus on the personalities of the major players and has enough humor to make it an easy read. While his view of the future of soccer in America may indeed be overly influenced by his European roots he knows whereof he speaks. And who knows, he may be right!! 1 of 1 people found the following review helpful. Before you invest a penny in soccer you need to read this book!!! By Mike Sweeney Ever considered investing in soccer? Running a soccer related business or making soccer your career? Then you need to read this book, cover to cover!! A first hand, blow by blow account of the politics and business of soccer in America from the heights and depths of the NASL in the 80's, the World Cups of the 90's and beyond and the gut wrenching decisions behind the emergence of the MLS as a viable first division in North America. A detailed history from all sides of the soccer landscape that make up the current US soccer scene. While detailing the brutal reality that has been the financial history of soccer on our shores, the book is overtly optimistic in its outlook as the politics and businesses in US soccer have become much more professional and sophisticated. Learn from someone who intimately experienced some of the most important events in the last 20 years. Events that have allowed the US to transform its soccer nation from a CONCACAF also-ran to a team respected on every continent. If you consider yourself a soccer person, Star-Spangled Soccer is a must read. 1 of 1 people found the following review helpful. The definitive book on understanding the business of soccer in the USA By Atticus Finch I'm a soccer (football) fanatic, an Englishman who has lived in this country for 20 years. I love the USA, but it has frustrated me how the world's most popular spectator sport has never seemed to reach a tipping point in terms of media coverage or commercial viability compared to the big four sports (Baseball, American Football, Basketball, and Hockey). I wanted to understand the rise and fall of commercial soccer in the USA. What happened to the era of the Cosmos and the NASL? What is different about the MLS and can it achieve sustainable success and join the ranks of the big four? This book delivered. The links between the USA national team in the world cup, the grass roots explosion of participation in soccer, and the comparison of the MLS with the NASL is comprehensively explained. Hopkins also identifies problems with scouting the youth level talent, and prescribes financial drivers that will help the MLS survive and thrive. The book is well written, well organized and contains essential original insight into the business of soccer in the USA. I highly recommend it!

Star-Spangled Soccer traces the development of soccer in the USA. It is the first book that tells the story of how the sport rose to extreme highs and suffered almost catastrophic lows as it fought to position itself on the American sports landscape, beginning with the announcement from FIFA in 1988 that America would host the 1994 World Cup.

'A fabulous book . . . well researched , thoughtful and analytical. It is also a highly entertaining read. If you want to understand how soccer was built in America read Gary's book.' Alan Rothenberg, CEO : World Cup USA 94 Inc., President: United States Soccer Federation 1990-98, Founder Major League Soccer 'This is an essential read for anyone who wants to know how the US Soccer business developed in a crowded sports landscape. Gary Hopkins had a ringside seat for the key years in that development and his narrative is a lively and informative read.' Sunil Gulati, President, United States Soccer Federation 'As someone who witnessed, and participated in, the development of professional soccer in the US, Gary offers a true insider's perspective. This book should be read by anyone seeking to better understand the business of the game.' Mark Abbott, President Major League Soccer 'This historic book provides comprehensive context on how American soccer has developed during the last 25 years. Hopkins knows his subject all too well and makes it come to life in Star-Spangled Soccer. Easy to read and powerful!' Rick Burton, David Faulk Distinguished Professor of Sport Management Syracuse University 'Star-Spangled Soccer is a great read . . . from his inside seat Gary has been an eye witness to it all. He points to the bold decisions and strong leadership necessary for soccer to get a foothold in America. His account is balanced and well constructed. As I read his book I came to the conclusion that Gary gets it.' Hank Steinbrecher, General Secretary, US Soccer 1990-1999 'Fascinating and accurate. . . Gary has tirelessly researched the development of soccer in the USA documenting each step along the way with the people who lived those moments . . . he clearly shows World Cup USA 94 helped create a generation of soccer-loving Americans and delineates the enormous impact a future US-Hosted World Cup would have on the sport here.' David Downs, Executive Director, World Cup USA 2018-2020 Bid 'A fascinating and informative insight . . . if you want to know why David Beckham went to play in Los Angeles , this book will tell you. Gary Hopkins has had a ringside seat on the business of Soccer in the USA for over two decades . Indeed for much of the time he has been in the ring himself. His book is well written, informative and very readable.' Matthew Wheeler, Worldwide Managing Director, Octagon 1997-2001 'A thoughtful and impeccably researched study.' - FourFourTwo Magazine 'It is impossible to

begin to understand the complicated tapestry that is soccer in the United States without understanding its history. Gary Hopkins' book provides first-hand insights into that history from those who know because they, like Gary, helped form it. I recommend this book to anyone who has an interest in soccer in the US - its recent past, certainly, but more importantly its present and its future.' - Ivan Gazidis, CEO, Arsenal FC

About the Author  
GARY HOPKINS has an MBA from Warwick Business School in the UK, a Sports Science degree from Loughborough University and is a qualified Teacher He is a passionate soccer fan supporting Coventry City , England the USA National Team (when they are not playing England) and D.C. United and has spent 20 years as a senior executive in the USA Soccer and Sports Marketing Industry. As President and CEO of API Soccer and API Sponsorship he oversaw the Commercial and Television rights for the United States Soccer Federation and the United States Youth Soccer Association raising millions of dollars in sponsorship revenue from corporate America, developing strategic Marketing plans to promote soccer at all levels and producing and airing over 70 USA National Team men's and women's game. API Soccer was also a founding investor in Major League Soccer and Managing Partner of DC United. Gary also co-authored a 1999 Major League Soccer market research report and in the early 90s Published Americas first full color monthly soccer magazine and owned the US Television rights to English League Soccer. As the Managing Director of Octagon's Sport Marketing Properties Division and Marketing Board Member he represented a multitude of other sports properties including 5 year highly successful partnership with the United States Track and Field Association where he negotiated the world largest apparel sponsorship for the sport He owes everything he learned about marketing and 'selling' soccer in America from a 4 year career selling for the Xerox organization fresh out of college ! An invaluable training ground for the early battles and rejections thrown US Soccer's way Gary brings a unique perspective on the commercial development of the sport in the USA reflected upon by someone who was there from the beginning, engaged at the sharp end , understands the forces and events that have shaped soccer in America and has access to the key people and personalities that made it happen.