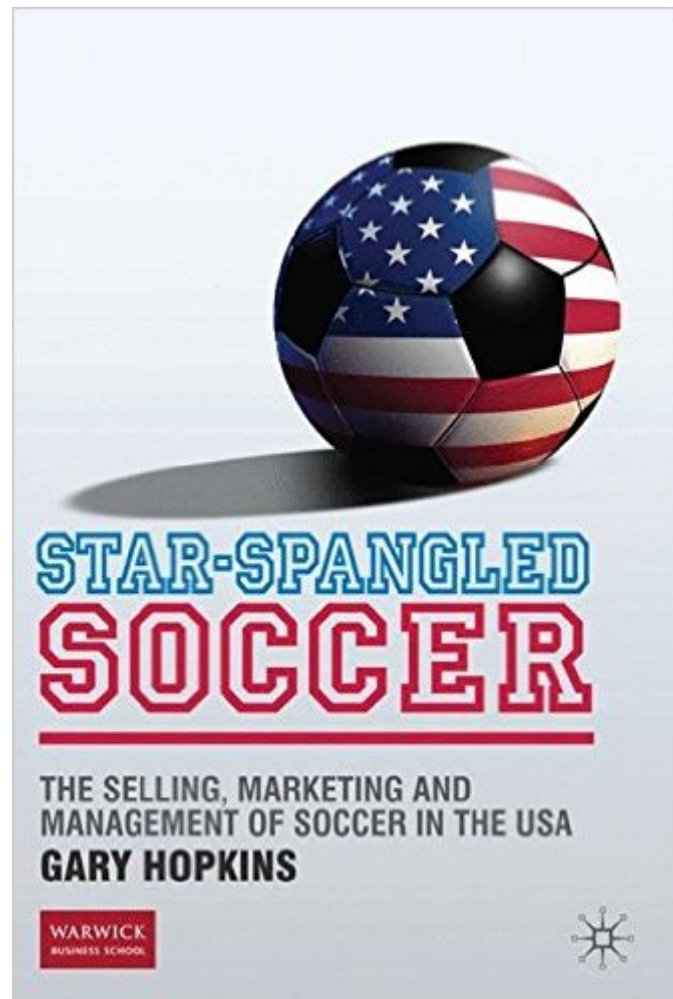


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# Star-Spangled Soccer: The Selling, Marketing And Management Of Soccer In The USA



## Synopsis

Star-Spangled Soccer charts America's 25-year journey to becoming a soccer nation, the key business, decisions, personalities, and events that shaped its growth, and the developing perfect soccer storm that will propel its unstoppable march forward. The book takes its lead from a single premise that the granting of the 1994 World Cup to the United States set in motion a chain of events that has redefined soccer in America forever, good and bad, up and down, but ultimately positioned to become a major force in the rapidly changing American sports landscape. Drawn from a 20-year career as a senior executive in the American soccer market and supported by first person interviews and insights with all the key personalities and decision makers, Star Spangled Soccer is a must read for anyone wanting to understand the American soccer market, where it has come from, and why it is positioned for tremendous growth over the next 10 years.

## Book Information

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## Customer Reviews

The history of US Soccer is a long, detailed and fascinating story. It is clear that Hopkins did a LOT of research for this book and, although he leaves out many of the uglier behind-the-scenes details and corruption that went on in the early days, there is a lot of good information here. As a reader, I feel like I learned quite a bit about the history and marketing of US Soccer that I didn't know before. On that level, the book largely succeeds. However, there are numerous errors littered throughout the text that completely destroy any enjoyment I may have gotten out of reading it. A few examples of errors that can be found JUST in the first 50 pages:- Franz Beckenbauer is repeatedly spelled as

"Beckenbaur".- Sven-Goran Eriksson is spelled as "Erickson".- Scott LeTellier is spelled as "Letetellier".- A match between England and the USA that was played in 1993 is dated as happening in 2003. In addition to the misspelled names and factual errors, there are numerous run-on sentences, questions that end in periods, and FAR too many sentences that end in exclamation points. (Remember that episode of "Seinfeld" where Elaine's boss at Pendant Publishing yells at her because she put too many exclamation points in the author's manuscript? Same problem.) I work as an editor myself and if I ever turned in a manuscript with this many errors, I would be fired on the spot. I am a longtime fan of Major League Soccer and of course I support the US national team wholeheartedly. I had hoped "Star-Spangled Soccer" would be the definitive book to learn about the growth of our national game over the last 25-30 years. Unfortunately, this is not it and I cannot recommend the book to anyone else.

It's hard to knock Gary Hopkins for tackling such an ambitious topic - how the '94 World Cup really paved the way for the sport's success here in the States. But with that ambition, a tremendous amount of research, interviews, and critical analysis had to be undertaken to truly examine the idea and reach a sound conclusion. Unfortunately, Hopkins failed to accomplish little to any actual research, other than his own first-hand account of what the nation's soccer pulse was during his time in States as a marketing man and journalist. Hopkins relies far too heavily on his own memories, and fails to support his ideas and conclusions with any hard evidence, other than an occasional rudimentary graph or basic statistic. By the time I reached the halfway point of the book, all I could do is wince at some of the generalities he kept feeding the reader (like how soccer isn't "Dad's sport" or how the nation's soccer-playing kids will someday steer the U.S. towards becoming a "true" soccer nation). To make matters worse, he bashes baseball and American football at the expense of promoting soccer, which clearly hints that the British-born author has no concept of the mindset or disposition of the American sports fan. The more I read, the more it became evident that this was no more than one man's personal diary of what he thought contributed to the success of soccer here in the States. Of course, the icing on the cake is his unabashed praise for the Who's Who of American soccer, i.e. Hank Steinbrecher, Alan Rothenberg, Mark Abbott, David Downs, Sunil Gulati, etc, all of whom, in Hopkins' view, turned everything they touched to 24K gold. It's embarrassing, really, to see an author bend over backward to dole out the praise without a single scent of criticism (i.e.

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