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## When We Were Lions: Euro 96 and the Last Great British Summer (Hardback)

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By Paul Rees

Aurum Press Ltd, United Kingdom, 2016. Hardback. Book Condition: New. 234 x 153 mm. Language: English . Brand New Book. 2016 marks the 20th anniversary of the 1996 European Cup, hosted in England, when the national football team reached the semi-finals to be knocked out, on penalties, by Germany. It was also the end of a generation - these were the last footballers to be brought up on beer and sweat. In September 96 Arsene Wenger arrived at Arsenal with his continental philosophy of diets and training, and by 1998 Beckham had arrived, changing the face of football the world over. 1996 was also a significant date across the British spectrum. It was the year that Brit-Pop went global. The Lad culture of the 90 s peaked in 1996 when James Brown turned Loaded Magazine from a 100k readership into a 1 million+ readership, and Simon Fuller of 19 Management was making his first steps into turning footballers into the next celebrities. And, of course, Skinner and Baddiel wrote that song, which became an anthem for a generation who seemed to have never had it so good. The Tories were on their way out, although unemployment was at a record...



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