

# Contents

**Acknowledgements — VII**

**List of abbreviations — XI**

**Foreword by Barbara J. Keys — XIII**

**Introduction — 1**

The invention of FIFA history — 1

Was 1974 a historical turning point in FIFA history? — 4

Football and Latin America's Cold War: a state of the play — 19

Structure of the book — 24

**Chapter 1**

**English stiffness: a political history of FIFA during the long sixties, 1959–1971 — 27**

A political approach to FIFA history — 27

The rise of Stanley Rous as president of FIFA — 42

Latin America and the 1966 World Cup: *a turning point?* — 58

**Chapter 2**

**The administrator: politics and ideology in the making of a social legacy (1916–1970) — 73**

João Havelange, an extraordinary life? — 73

An indestructible body – becoming an Olympic athlete — 76

From law school to swimming pools — 83

The global Cold War and the Brazilian elite self-image — 91

**Chapter 3**

**“A Blonde Pelé”: business organization, political propaganda, and the 1970 World Cup — 105**

“A true representative of business leaders” — 105

Unruliness explained — 110

The business leaders, the ball, and the homeland — 116

Where is the World Cup won? — 132

The blast of gifts — 137

**Chapter 4**

**At the heart of the Brazilian miracle: casing and political propaganda in Havelange's election as the president of FIFA (1971–1974) — 145**

Tying the knots: connecting the global and the national — 145

The role of the soccer agents in Havelange's election to FIFA — 150

Development, Brazilian style — 163

The age of the stadiums – promoting the Brazilian miracle — 167

The Brazilian national team and the myth of racial democracy — 179

**Chapter 5**

***The world that we had lost. FIFA political crisis and the making of a new international football order, 1971–1974 — 185***

Voting maps — 185

“We will not tolerate women's soccer developing outside the normal organization” — 193

China: the last act — 196

A telegram from Santiago — 205

Europe in the mirror — 213

**Conclusion: a new international football order? — 219**

**Annex: honors received by Havelange between August 1970 and July 1974 — 223**

**Bibliography — 225**

**Index — 237**