



A Stadium of 4 Million

martin snedden

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The hero of 2011 was Martin Snedden. Not even a terrible earthquake prevented him from staging a magnificent World Cup. The hospitality and warmth of the New Zealand welcome at the World Cup is a memory I will always cherish.' - Paul Ackford, Sunday Telegraph, London. The story of New Zealand's greatest sporting event - and, ultimately - one of its greatest triumphs. Fascinating insights into some of the political machinations, this is not a sports book per se, although A STADIUM OF FOUR MILLION will still appeal to sports fans on many levels. Rather, this book is a compelling behind-the-scenes look at the managing of a large international event. As such it will appeal to business people and others in many fields, as a story of how a vision can be brought to stunning reality.

On the night of 23 October 2011, anxious fans endured the heart-stopping last minutes of the Rugby World Cup final as the All Blacks ground out a win by the narrowest of margins to again lift the Webb Ellis Cup. Watching in the stands was Martin Snedden, who had been charged with organising and delivering the Rugby World Cup in New Zealand. In A STADIUM OF FOUR MILLION, Snedden provides an erudite and brilliantly insightful analysis of the event, the largest to date in New Zealand, with a detailed background of its successful staging. He takes us on the journey from the drama and excitement of 'selling our story' bidding for the tournament, through the organisation process to getting everyone working together to deliver it, with all the successes and speed bumps on the way. National and provincial rugby unions, tourism, accommodation and transport providers, two successive governments and, ultimately, all New Zealanders rallied to the cause. The 'stadium of four million' delivered - and delivered something special.

A Stadium of 4 Million Details

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From Reader Review A Stadium of 4 Million for online ebook

Dennis says

A look behind the scenes at the organisation of the 2011 Rugby world Cup in New Zealand.

Eric says

The book itself might be a bit hard going for some other readers as it does get in to trying to describe some of the complexities of the different stakeholder organisations.

But for me it was a trip down memory lane for me, as I was involved in several components of the Auckland part of the tournament. Man, what a ride that was!

Daria says

At times the narrative is a little clunky, but as it was not a ghost-written book, that's entirely understandable & forgivable.

Great walk-through of all the issues, challenges & triumphs from before the World's Cup bid, to post-tournament assessment.

Very enjoyable read.
