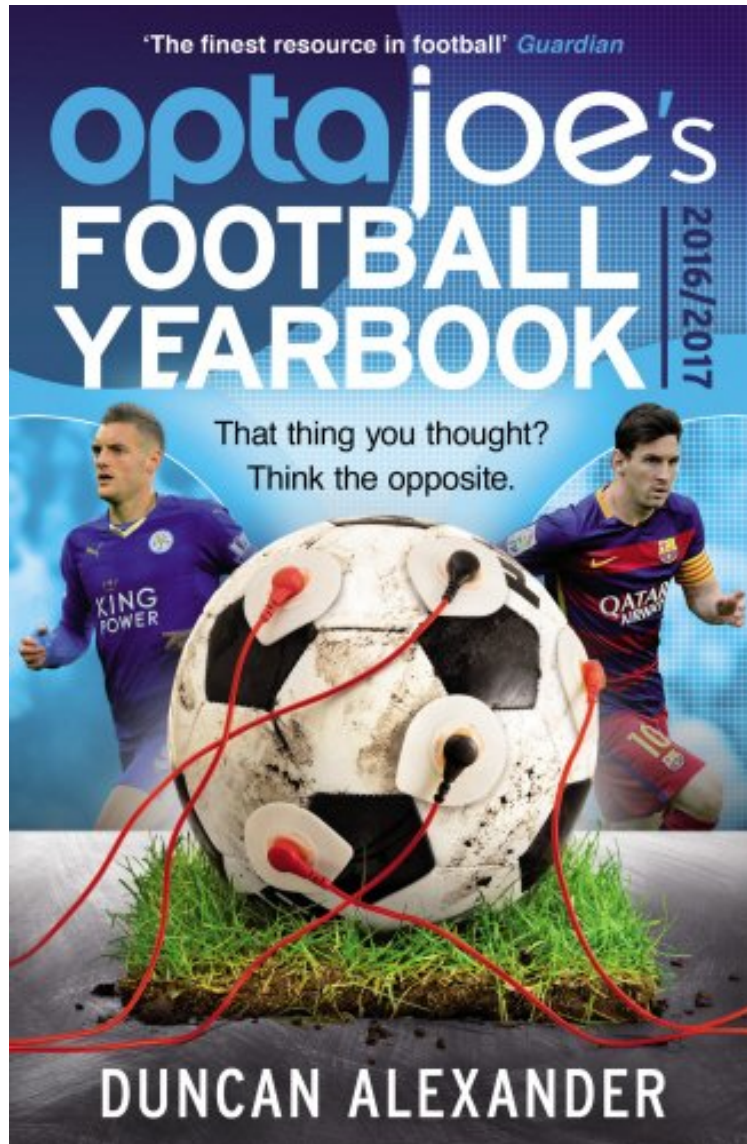


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## OptaJoe's Football Yearbook 2016: That Thing You Thought? Think the Opposite.

*Duncan Alexander*

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Kane or Vardy? Pep or Jos? Pulis or . . . anybody else? Football is a game of opinions. A world where received wisdom and the law of the hunch reigns supreme. But football is becoming more intelligent. The history books may say that Leicester City winning the premier league "defied logic." But if you looked more closely, they were always going to win . . . From distances run to pass rate success, shots on target to corners won, counter attacks to tackles made, Opta, the worlds leading sports data company, record everything. But what does it all mean? And how can it add to our love of the game? From the author and statistician behind the popular OptaJoe Twitter account, what follows is a hugely entertaining and insightful guide to football in 2016, analyzing data from the world's greatest teams, players, leagues, and tournaments. Stats can never tell us everything, but combining cutting-edge analysis with wry humor, this book debunks countless myths peddled by pundits, managers, and even players. The ideas that follow are both surprising and satisfying, but may also leave you with the feeling that "yes, thats what I was thinking all along."

"For anybody interested in football this is pure nectar." \* Evening Standard \* "The wealth of information Opta have at their fingertips makes them the finest resource in football" \* Guardian \* "You'll love this if you love football trivia." \* BBC 5 Live \* "Thankfully, readers of OJFY should ensure that the calibre of football opinion improves." \* News North Wales \*About the AuthorDuncan Alexander is one of Britains top football statisticians and commentators who has over 700k followers on his popular twitter account. He live-tweets during games with his trademark blend of incisive analysis and one-line zingers.