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EC<sup>n</sup> recomm. to FIFA  
from Blazer

## Initial Review

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### BADFELLAS

By John Sugden and Alan Tomlinson  
Mainstream Publishing, Edinburgh and London  
ISBN 1 84018 684 4  
First Published March 2003

In late March of 2003, the above-captioned book was published in the UK and is now available in all bookshops throughout the country. In the Preface, the authors state that *"Badfellas is a significantly updated and amended version of Great Balls of Fire: How Big Money is Hijacking World Football, published in hardback by Mainstream in 1999"*.

The authors qualify their approach very early on when they state that: *" (...) it is chiefly centred upon a cast of characters who call themselves the FIFA family (...) who approach (...) world football like the Cosa Nostra takes care of family business (...)"*

They continue to say that *" (...) We are not suggesting that those who work for, represent or have significant dealings with FIFA really are mafiosi. Nor is it our intention to imply that FIFA types are all bad people all of the time. We are suggesting, however, that some might be bad for football some of the time and others most of the time" (...)*

Having set the tone as stated above, the authors point out that *"the bulk of new information is, and argument is presented in two new chapters - Chapter One "Blattergate" and Chapter Fourteen, "The Terminator". Parts of Chapters Eleven and Thirteen and the Final Chapter "FIFAland" also contain new information" (...)*

Why Mr. Guido Tognoni not only offered his assistance to the new book but actively contributed, is a mystery to us. The fact that he *did*, and indeed consented to his name being published, is confirmed by the authors themselves as follows:

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*"As far as possible, we have drawn on our own, exclusive research materials. We are grateful to many people for informing our project. Many are "insiders" who were understandably reluctant to see their name in print, We have done as much as possible to respect their anonymity. To those who have been willing to be named and quoted (entre autre: Guido Tognoni, sic!), we are particularly grateful. Suffice to state that one other source who is frequently and extensively mentioned/quoted is one Andrew Jennings.*

Chapter One, "Blattergate" reviews in some astonishing and often disturbing detail, the ISL and ISMM background as well as the conflict between the Dr. Mong Joon Chung and JSB, among other topics. The chapter was written late last year and analyses the Seoul re-election victory. Besides JSB, Mohamed Bin Hammam gets a serious "beating" throughout the book and a private letter he had written to Hayatou is just as well fully published as is privileged information which appears to be coming from David Will and Charles Dempsey. It becomes clear that "Charlie", as he is later called throughout the book, was a key source.

So is Guido Tognoni, who is first quoted in the ISL/ISMM context. Introduced to the reader as "FIFA's prodigal son" (Wunderkind), and later as "rehabilitated outcast of the family", Tognoni states: "FIFA made with ISL a three-term commitment. (...) ISL was the leading company in the world. They did a good job. (...) What I put the question mark on is the procedure. I think that everybody should have the same chance to bid for rights, and it is questionable that this was the case."

Reference is made to JSB's close relationship to "his old mentor" Horst Dassler. The authors continue: "Tognoni reminds us that: 'Blatter was partly paid by Adidas in the early days because FIFA did not have the money. Blatter says that he only had his office in the Adidas office, this was while FIFA was building a new one. Now it was doubtful. Strange, why should the general secretary of FIFA live in an Adidas building for a certain time? You can also hire your own office.' " (...)

Later on, the book makes reference to an insider concerning JSB's salary and states: "One insider claimed that he (JSB) was on a 6-year-deal worth 24 million US\$, a deal projected beyond his presidency. The head of the finance committee, Argentinean Grondona, must have drawn up the contract but the executive committee was never consulted on the deal." (Note: Jennings' most recent query of the President's salary happened about two weeks before "Badfellas" was published; Jennings published the same figure in the Mail on 18.3.03) Chung clearly contributed to the book as well as he is regularly quoted and several of his comments refer to late 2002, after the President's re-election.

Another person who "gets a beating" is "London-based Emmanuel Maradas", the African journalist who is portrayed as a sycophantic ally of JSB.

The first Chapter - a new Chapter - offers a very bad picture of FIFA and JSB indeed. One that continues to be based on secrecy and dictatorial actions of JSB and one that portrays FIFA as being run like the "ancien régime" where "it is not important to rule FIFA by mastering the football rulebook but by mastering Macchiavelli's *The Prince*".

Chapter 14 concentrates on research made during World Cup 2002 in Seoul and Japan and has certain links all the way to the beginning of 2003.

The more surprising it is therefore, to read that Mr. Tognoni is being quoted again. This Chapter virtually destroys the reputation and business conduct of Chuck Blazer, Jack Warner and very much so of JSB as it claims that their collective conduct is reprehensible in many more ways than one. Warner's debts to FIFA - nearly 10m US\$ - are picked apart, his continued securing of the tv rights is harshly criticised. As for Blazer, the authors say among many other things: "*Being Jack Warner's number two, and helping Guido Tognoni and Urs Linsi find ways of balancing FIFA's books was obviously taking its toll on the overweight American*". The role played by such "football-dwarfs" as Vanuatu which was visited by one of the authors and the role played in the re-election by Oceania is detailed. Mr. Tognoni who is referred to as "*the spy who came in from the cold*" (implying that Tognoni's work for UEFA became most useful to JSB after he had taken him back) states: "*Blatter is stubborn at times*", and in a snide attack on Michel Platini, Mr. Tognoni is quoted as saying: "*Platini is Blatter's friend and adviser, but he has his own agenda. He wants to be president of UEFA but I do not think that he is clever enough*".

The book, quite generally, relates the coup attempt by JSB to de-throne Havelange and much space is dedicated to that aspect: the fight of the titans, Havelange's conduct and JSB's tricks and manoeuvres to get rid of him, to get the throne himself. The entire book sheds a very bad light on the President and virtually all of those who are directly connected to him (Sieglar, Champagne, Linsi, Warner, Blazer, others): they are qualified as sycophants. But the re-employment of Mr. Tognoni is seen as this: "*Lyndon Johnson famously said of FBI director J. Edgar Hoover: 'it's probably better to have him inside the tent pissing out than outside the tent pissing in'. Blatter was not slow to take this line, knowing that it's better to have your potential critics or informers sharing your urinal. Bringing Tognoni back in is yet another Blatter masterstroke.*"

