



# Real Madrid Inc.

Fernando Urbaneja

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## Description

Real Madrid was recently selected by FIFA as the “Best Football Club of the 20<sup>th</sup> Century”. Deloitte regularly announces Real Madrid as the richest football club in the world. Much is known about the club’s sporting prowess, but little is known about the financial structure and undertakings of Real Madrid whose policy of “galaticos” has seen millions spent on the likes of Zidane, Beckham, Figo and, more recently, Cristiano Ronaldo.

This book is a vibrant analysis of Real Madrid Inc. and the financing of one of the world’s greatest sporting institutions. It provides readers with a unique look inside of the Real Madrid backoffice and the mechanisms that allow the club to maintain its high-profile, multi-million spending.

## About the author

Fernando Urbaneja is a leading economics journalists in Spain, with a particular interest in sports finance.

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