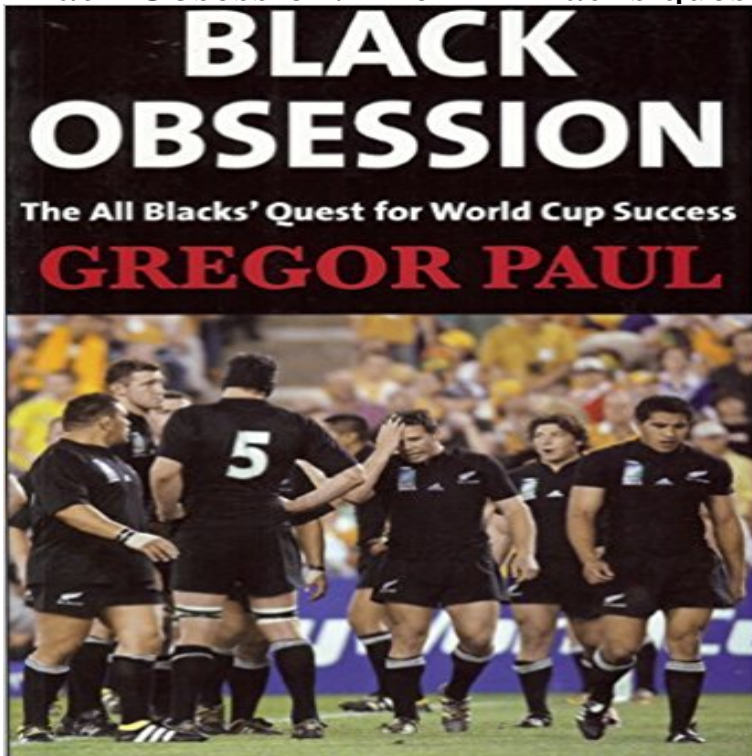


## Black Obsession: The All Blacks quest for World Cup success



This thought-provoking book is a search for answers to the vexing phenomenon of why the world's undisputed greatest rugby team can't win the World Cup. It is an in-depth investigation that explores how societal change, combined with the arrival of professionalism, has impacted on the ability of the All Blacks to perform on the biggest stage. The entire development programme for professional players comes under scrutiny to determine why the system keeps failing at critical junctures. Every aspect of the game is examined: the changed motivations of players since money was introduced; the New Zealand Rugby Union's obsession with the World Cup; the failure to produce strong leaders; the consequence of the arrival of Generation Y; the fixation with style over substance in terms of how the All Blacks play; and how the influx of Polynesian players has altered the way the nation coaches the game. All of these factors are analyzed.

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