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JonathanBallPublishers

TWICE THE GLORY

The Making of the Greatest Bok Team in History

LLOYD BURNARD AND KHANYISO TSHWAKU

KEY SALES POINTS:

- Filled with drama, anecdotes and interviews including with media-shy Jacques Nienaber and several of the Springbok players.
- Investigates the history-making Springbok team as the only team to win back-to-back rugby world cups.
- Examines the relationship of the world-beating duo, Nienaber and Rassie Erasmus.

MARKETING AND PUBLICITY PLAN:

- Media interviews, extracts and launches
- Publishing on anniversary of RWC 2023 win
- #twicetheglory
- Lloyd Burnard: X (2 200 followers)
<https://www.news24.com/sport/columnists/lloydburnard>
- Khanyiso Tshwaku: X (4 000 followers), Instagram (1000 followers),
<https://www.timeslive.co.za/authors/khanyiso-tshwaku>,
<https://www.sowetanlive.co.za/authors/khanyiso-tshwaku>

DESCRIPTION:

'You only need to win a game by one point.' – Jacques Nienaber after South Africa's tournament opener against Scotland in the 2023 Rugby World Cup.

Little did the coach know that it would take three one-point games to propel the Springboks into the history books as back-to-back winners of the Webb Ellis Cup.

In 2017 the Boks looked punch-drunk as Jacques Nienaber and Rassie Erasmus watched them being overpowered by Ireland. The following year, the coaching duo took up the reins little more than 18 months before the 2019 RWC in Japan. And so began a journey that was to end in victory in the Stade de France six years later.

Twice the Glory goes deep inside the Bok story of that historic era. Filled with drama, cheers and tears, it will have you on the edge of your seat as you relive each nail-biting moment. It's all here: the Covid disruption, Siya Kolisi's rise to the captaincy, Rassie in hot water over that video, injury blows and the emergence of new talent as they head off to France. The book also includes penetrating analysis and insights from the self-effacing Nienaber into how this team became the finest the world has seen.

A recurring theme is the friendship between Jacques and Rassie that goes all the way back to their university days, and why they decided to come home to South Africa to 'turn things around'.

KEYWORDS:

Rugby, Springboks, Boks, Bokke, Jacques Nienaber, Rassie Erasmus, rugby coach, coach, Siya Kolisi, Rugby World Cup, The Webb Ellis Cup, France 2023, Rugby World Cup 2023, Rugby World Cup 2019, winners, victory

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