

Velvet Revolution: The Rebirth of Ajax Amsterdam



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by Karan Tejwani

★★★★★ 5 out of 5

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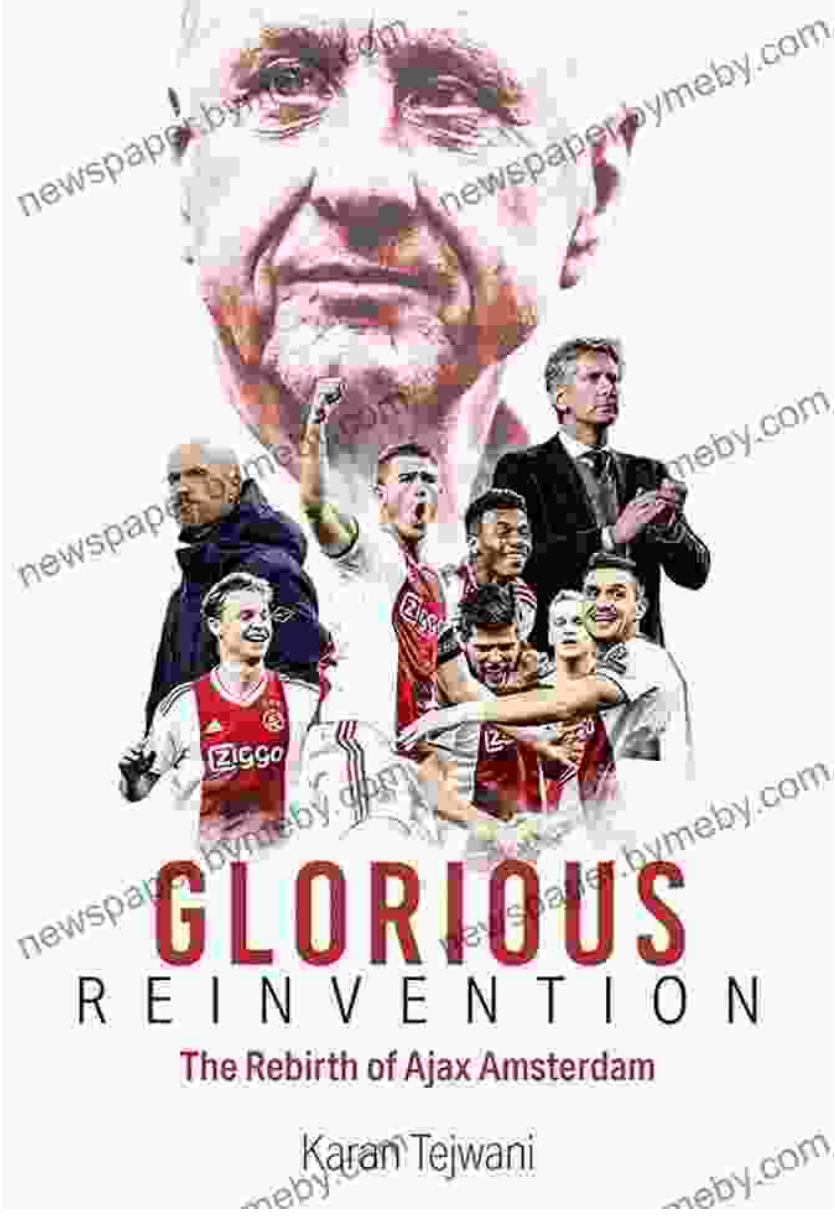
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Ajax Amsterdam is one of the most iconic clubs in world football. Founded in 1900, the club has won a record 36 Eredivisie titles, 20 KNVB Cups, and four European Cups. Ajax is also known for its attacking style of play, which has produced some of the greatest players in the history of the game, including Johan Cruyff, Marco van Basten, and Dennis Bergkamp.

In recent years, however, Ajax has fallen on hard times. The club has not won a major trophy since 2014, and it has been eliminated from the Champions League in the group stage for the past three seasons.

But in the summer of 2018, Ajax appointed Erik ten Hag as its new manager. Ten Hag is a disciple of Cruyff, and he quickly implemented a more attacking style of play at Ajax. The results were immediate. Ajax won the Eredivisie title in 2019 and 2021, and it reached the semi-finals of the Champions League in 2019.

The resurgence of Ajax has been a welcome sight for fans of the club. But it is also a sign of hope for other clubs that have fallen on hard times. Ajax's success shows that it is possible to rebuild a great club, even after a period of decline.

In his new book, *Velvet Revolution*, journalist David Winner tells the story of Ajax's resurgence. Winner provides a detailed look at Ten Hag's methods, and he profiles some of the key players in Ajax's success, including Matthijs de Ligt, Frenkie de Jong, and Hakim Ziyech.

Winner also explores the broader context of Ajax's resurgence. He discusses the club's history, its philosophy, and its place in Dutch football. *Velvet Revolution* is a fascinating read for anyone who is interested in football, and it is a must-read for fans of Ajax Amsterdam.

The Cruyff Legacy

Johan Cruyff is the most important figure in the history of Ajax Amsterdam. Cruyff played for Ajax from 1964 to 1973, and he was the driving force behind the club's success during that time. Cruyff was a brilliant attacking

player, and he helped Ajax win three European Cups and six Eredivisie titles.

Cruyff's influence on Ajax extends beyond his playing days. He later returned to the club as a manager, and he helped Ajax win another European Cup in 1995. Cruyff's philosophy of attacking football is still the foundation of Ajax's style of play today.

Erik ten Hag is a disciple of Cruyff, and he has implemented a more attacking style of play at Ajax since becoming manager in 2018. Ten Hag's Ajax team plays with a high tempo and a lot of movement, and they are always looking to create chances to score.

Ten Hag's Ajax team has been very successful, winning the Eredivisie title in 2019 and 2021, and reaching the semi-finals of the Champions League in 2019. Ten Hag's success is a testament to the enduring legacy of Johan Cruyff.

The Future of Ajax

Ajax is one of the most exciting clubs in world football right now. The club has a young, talented squad, and it is playing with a style that is both attractive and effective.

Ajax is well-positioned to continue its success in the years to come. The club has a strong financial foundation, and it has a track record of developing young players. Ajax is also a club with a rich history and a passionate fan base.

The future of Ajax is bright. The club is on the verge of something special, and it is worth watching.

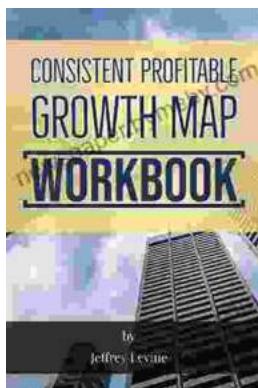


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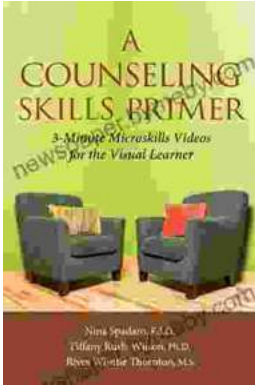
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