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Růžička and other fallen heroes



The Foundations had a hit in the late 1960s with the lovely tune "[Build me up Buttercup](#)." It was about unrequited love, or perhaps about something slightly more sexual in nature, but it could also be an anthem for the excesses of the 2000s. With lyrics that begin, "Why do you build me up Buttercup, baby, just to let me down," it could be sung by any number of politicians, bankers, FIFA executives or even hockey coaches (the Růžička of the title) who have been revered for years despite their widely known failures, only to be reviled in equal measure when their status is reversed. We build them up, pretending they really are so infallible, not merely to eventually let them down, but to tear them down with a vengeance. Nothing is too sacred to be destroyed: Individuals, oligarchs, companies, international associations and even entire countries. From their ashes arise more imperfect heroes, to be slated later for shame and slaughter.

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