

## Motorsport Going Global The Challenges Facing the World's Motorsport Industry

By Nick Henry, Tim Angus,  
Mark Jenkins and Chris Aylett

'The racing industry is an extraordinarily dynamic worldwide market. This book does an excellent job in capturing its scope and robust vitality.' - Steve Lewis, US-based owner of the Performance Racing Industry magazine and Show

'This excellent, readable book looks at the motorsport industry in a new light.' - Professor Garel Rhys, CBE, Centre for Automotive Industry Research, Cardiff University

Bringing a new perspective on globalisation, this unique book presents an exciting and definitive analysis of one of the most competitive business environments possible: the Global Motorsport Industry. Drawing on a decade of specialised research, it benchmarks the global grid of motorsport and asks "what next?", as this sporting business enters a new era of global opportunity. World-beating industry contributors include Sir Jackie Stewart, GianPaolo Dallara, Peter Digby (Xtrac), Herb Fishel (ex-GM), David Richards (Prodrive/Aston Martin), and Pat Symonds (Renault F1), with a Foreword by Max Mosley, President of the world governing body, the FIA.

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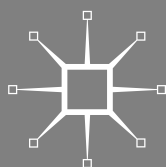
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