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By Richard Ernsberger

ROWMAN LITTLEFIELD, United States, 2003. Hardback. Book Condition: New. 236 x 167 mm. Language: English . Brand New Book. Over the last twenty years, NASCAR has morphed from a bluecollar southern pastime into a nation-wide sensation with an increasingly upscale fan base. Ernsberger s collection of stories about the 2002 NASCAR racing season show what this rough-andready sport is all about, with a lively mix of profiles, major-event reportage, and analysis, emphasising the drivers that make NASCAR part of the fabric of American culture. In this book every aspect of NASCAR is examined, from the million-dollar merchandising and Fortune 500 company sponsorships, to the precision engines and custom built cars that cost millions to build and maintain, to a critical study of the France family, owners of NASCAR and International Speedway Corp.



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