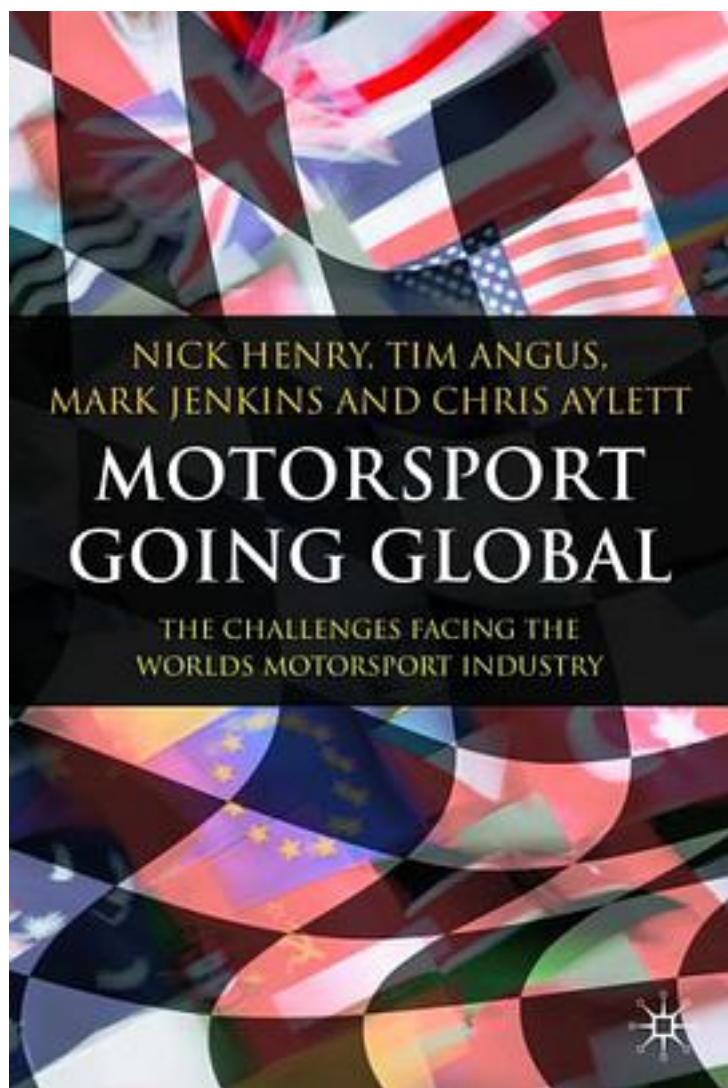


Motorsport Going Global



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'Racing is truly a global enterprise, and it's expanding every year. There is no one more qualified than Chris Aylett to discuss the business of motorsport on a global scale. The racing industry is an extraordinarily dynamic worldwide market. This book does an excellent job in capturing its scope and robust vitality.' - Steve Lewis, Owner/Publisher of 'Performance Racing Industry' magazine and the PRI Show, the largest racing industry trade event in the world 'This excellent, readable book looks at the motorsport industry in a new light: that of a business that is on the verge of becoming global in its activities and with some of the aspects of globalisation already in place. It is clear that the motorsport industry is facing opportunities that are unique in scope and scale but will it take them? The authors present intriguing answers to this question. This book is a must read for those concerned about motorsport's traditional clusters, as they need to be forewarned of the challenges and ready with solutions.' - Professor D. G. Rhys CBE, Director, Centre for Automotive Industry Research, Cardiff University Business School and Member of the UK's Motor Racing Development Board

作者介绍:

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