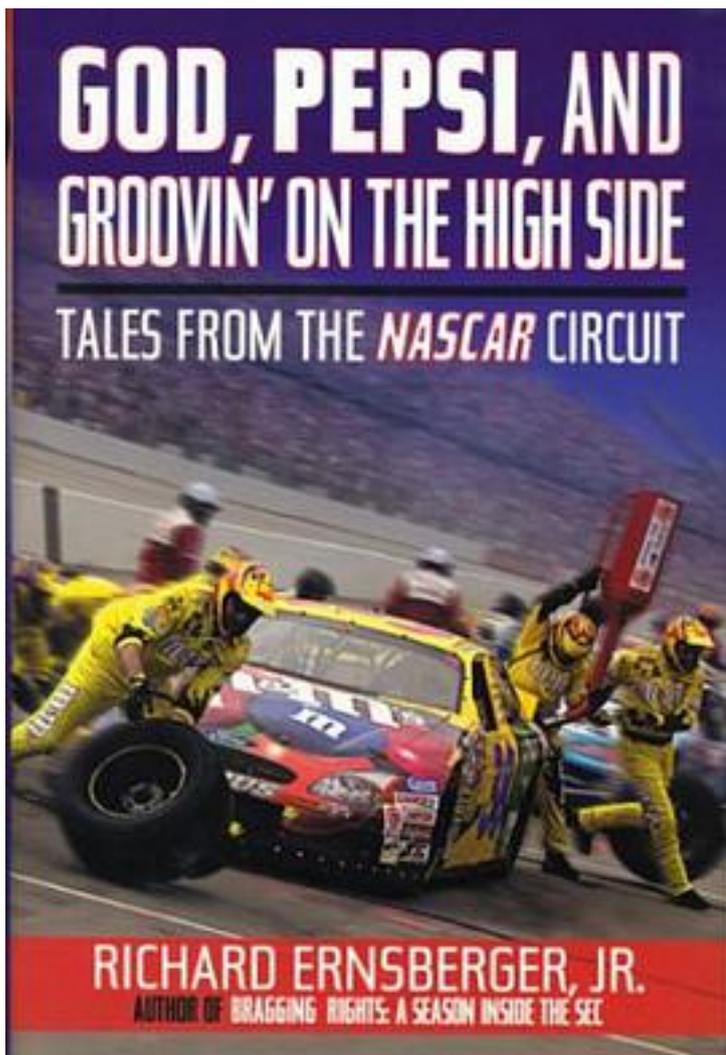


God, Pepsi and Groovin' on the High Side



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Over the last twenty years, NASCAR has morphed from a blue-collar 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-and-ready 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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目录:

[God, Pepsi and Groovin' on the High Side_ 下载链接1_](#)

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