



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

*Nick Henry, Tim Angus, Mark Jenkins, Chris Aylett*

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This book provides the definitive economic study of the global motorsport industry. Drawing on a decade of research, and interviews with top industry executives and international commentators, the global grid of motorsport is analyzed and the world's national motorsport industries benchmarked. Motorsport Going Global concludes on scenarios for the global industry as it enters a new era of market growth and global opportunity.

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