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The NASCAR Way: The Business That Drives the Sport

Robert G. Hagstrom

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From the bestselling author of The Warren Buffett Way, a revealing inside look at the booming business-and investment opportunities-of NASCAR

"Hagstrom's insights and observations bring a refreshing 'outside' business perspective to our industry."
--From the Foreword by William C. France, President, NASCAR

"From its origins in Daytona in the '50s to today's live network broadcasts for millions of devoted fans, Robert Hagstrom offers an in-depth look at the fastest-growing sport in the country. The NASCAR Way explains how and why dozens of Fortune 500 companies have been lining up to jump on board."
--Michael T. Hargrave, Senior Motorsports Manager, Anheuser-Busch, Inc.

"It is great to be associated with NASCAR, the France family, and for me to get paid for what I love-to race! In The NASCAR Way, you see a prime-time sport."
--Dale Earnhardt, 7-time NASCAR Winston Cup champion

"An accurate and entertaining perspective to the unbridled capitalism that has built NASCAR into the #2 sport in America after football."
--Bill Nielsen, Director, Promotion Development and Licensing, Kellogg USA, Inc.

"Hagstrom understands how our business works both on and off the track. His perception of our sport will have you racing through the pages on the edge of your seat. The book is definitely a winner!"
--Dale Jarrett, Winston Cup driver

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