



# The 200-MPH Billboard: The Inside Story of How Big Money Changed NASCAR

*Mark Yost*

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What began on the dusty racetracks of the rural South is now a world-class enterprise, as closely watched by Wall Street as by hometown racing fans. How NASCAR grew from its provincial roots to become a big business of international proportions is the story Mark Yost tells in *The 200-MPH Billboard*.

A seasoned sports and business reporter for the *Wall Street Journal* and contributor to the *New York Times* and the *Sports Business Journal*, Yost demystifies the economics and politics behind NASCAR sponsorship. His book takes us behind the scenes of some of the head-turning corporate deals that altered the way NASCAR does business.

From Junior Johnson's contract with Darrell Waltrip and Mountain Dew, which announced a significant change, to deals between the likes of Dale Jr. and Budweiser, Tony Stewart and Home Depot, NASCAR and Fox Television, this book clearly tracks the subtle and not-so-subtle transformations that corporate sponsorship has wrought in recent years. And it offers a rare insider's look at what these changes have meant for NASCAR and its devoted fans.

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