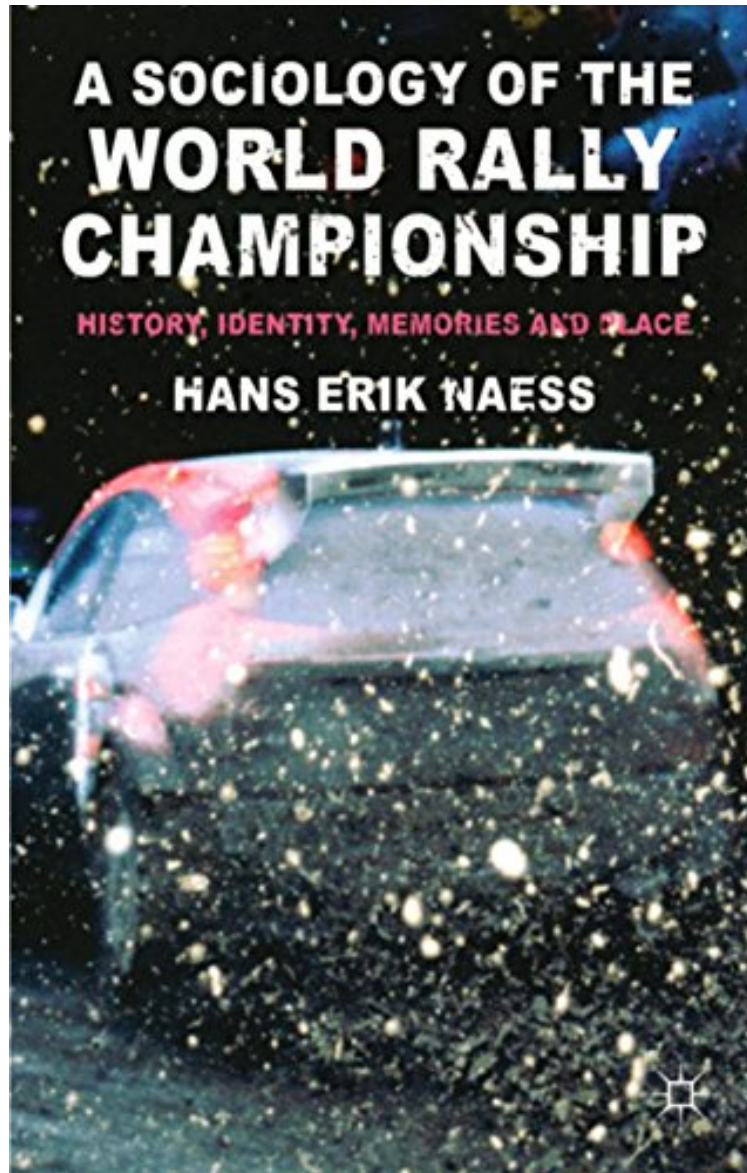


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A Sociology of the World Rally Championship: History, Identity, Memories and Place

H. Naess

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Drawing upon interviews with key people in the World Rally Championship as well as trans-local ethnographic research, this book explores questions of commerciality and sporting identity, tackling the sport's controversial handling of the shift into 'the commercial age'. It is essential reading on combining sporting heritage and commercial progress.

About the Author Hans Erik Nælig is a Research Fellow in Sociology at the University of Oslo, Norway. He is affiliated with the interdisciplinary research programme CULTRANS (Cultural Transformation in the Age of Globalization). His blog, Thrills and Spills: Sociology goes to the FIA World Rally Championship, can be found here: <http://hanserikness.blogspot.no/>