Paulo Mourão

The Economics of Motorsports

The Case of Formula One
1 Introduction

1.1 Writing a Book about the Economics of Motorsports Is like a Crazy Comeback Race (Remembering Ayrton Senna, Suzuka, 1988, and Jenson Button, Montréal, 2011)

1.1.1 The Train of Thought and Structure of the Book
1.1.2 A Detailed and Complex Discussion
1.1.3 The Special Empathy Between Author and Readers

1.2 The Purpose of this Book, Its Target, and Main Goals (and Remembering Jim Clark, Nigel Mansell, and Jacques Villeneuve)

1.2.1 Purpose
1.2.2 Target
1.2.3 Main Goals

1.3 Data

1.4 A Few Words of Warm-Up

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