The Big Rig provides a comprehensive account of working conditions in the modern long-haul trucking industry, combining the author’s ethnographic research with a historical review and industry-related statistics. Viscelli argues that long-haul truck driving was considered one of the best blue-collar jobs until deregulation in the 1970s and 1980s led to increased competition and the erosion of unions, which degraded working conditions and wages. The book is largely based on an ethnography conducted while Viscelli spent 6-months as a long-haul truck driver, after he began studying the industry as a sociology graduate student. He concludes that trucking companies collude to keep wages down and limit labor organizing, using recruitment and marketing companies as intermediaries. These intermediaries influence drivers to enter into a system of “debt peonage,” first as new drivers who need to pay back the cost of commercial driver’s license certification programs, and then as experienced drivers who are encouraged to become independent owner-operators by entering into lease-purchase agreements for their trucks.