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HJ4IB1 - JUAREZ LEVY

The Nurnberg Metropolitan Region is one of the most powerful economic regions in Europe. Several large and renowned multinational corporations, as well as many impressive family-owned firms and hidden champions, have their headquarters here. This volume contains 17 case studies of companies based in this region and their international operations. The scope reaches from the early internationalization strategies of the Tucher in the Middle Ages to the consequences of the Brexit on current business activities. The case studies cover an extensive range of industries, from high-tech and industrial sectors to service providers, non-profit organizations and university spin-offs. / International management research has a long tradition in Nurnberg. At the Nurnberg School of Commerce, the predecessor of the School of Business and Economics at the Friedrich-Alexander University Erlangen-Nurnberg, dealing with international business activities already played a strong role. Eventually, the school would become

one of the first in the German-speaking countries where a Chair for International Management was founded. With 30% of all students coming from abroad, the school presents a strong degree of internationalization. Furthermore, research in the field of international management enjoys an outstanding reputation. With the Nurnberg Edition on International Management, we would like to build on this longstanding tradition and present the latest research findings to academics, students and practitioners.

Articles include: Policy Governance: The Story So Far by Caroline Oliver Sometimes it takes a crisis to provoke change.

[CLICK HERE](#) to download the chapter on "Backcountry Medicine" from Mountain Travel & Rescue (Provide us with a little information and we'll send your download directly to your inbox) Completely updated and expanded official rescue workbook of the National Ski Patrol, now available to other wilderness first responders and the general public * Authoritative and comprehensive mountain safety and rescue text -- your most valuable search and rescue equipment * Recommended for classroom and education-

al program adoption * All-new illustrations As a leading authority of on-mountain safety since 1938, the nonprofit National Ski Patrol has dedicated itself to serving the public and the outdoor recreation industry by providing education, and accreditation to emergency care and safety services providers. Their core mountain rescue educational workbook, Mountain Travel & Rescue (first published in 1995), was researched, written, and reviewed by volunteer members and experts from all over the country, and is designed to help ski patrollers train, rescue, and survive in mountain environments, at resorts, in the backcountry, and at any time of year. Mountain Travel & Rescue is a valuable piece of mountain rescue equipment. In addition to new illustrations, this edition offers significantly expanded lesson sections, a new backcountry medicine section, and more. Mountain Travel & Rescue: National Ski Patrol's Manual for Mountain Rescue is organized into four major sections: Survival, Travel, Backcountry Considerations, and Search and Rescue. It includes extensive appendixes, including medical equipment lists, a questionnaire, and a glossary and is a valuable tool for anyone who deals with search and rescue or is interested in mountain rescue basics.

The Rip Curl Story is the remarkable tale of two young surfers - Doug 'Claw' Warbrick and Brian Singer - who pursued an audacious dream to make a living in pursuit of the ultimate ride. The brand they built, Rip Curl, not only satisfied their own surf wanderlust, but also inspired countless others, riding the wave of the global youth revolution of the late '60s. Rip Curl's mantra became 'the Search': the pursuit of new waves on distant shores, new thrills - skiing, snowboarding, windsurfing - and better equipment to elevate the experience. Along the way they supported the ca-

reers of many of the world's great surfers - from Midget Farrelly to Michael Peterson, Tom Curren to Damien Hardman, Pam Burridge to Stephanie Gilmore, and of course Tyler Wright and Mick Fanning. Bestselling surf writer Tim Baker tells this implausible story in an irresistible series of ripping yarns, offering rich life lessons, a maverick business primer and a wild ride of adventure, good times and outlandish ambitions spectacularly realised. The Rip Curl Story will make you want to surf more, travel further, follow through on that great business idea and pursue your own Search.

In this book Witherell provided competitive skiers with a guide to modern racing technique and offers recreational skiers a more natural and efficient way to ski than is usually taught in ski schools. More than 100 photographs and drawings.

Presents historical background on ski mountaineering, which is climbing a mountain on skis and then skiing down the slopes, and offers tips on climbing and skiing specific mountains.

This is the book which UIAGM mountain guide Jimmy Odén wished he'd had but never found during his formative ski bum years. It is written from a unique position - Jimmy still remembers all the questions he used to ask himself, only now he has the knowledge and experience to provide the answers. The purpose of this book is to convey how professionals think and act in a big mountain environment. And as the book is written from a passionate skier's perspective, everything documented on its 366 pages comes down to one single aim: to help capable free skiers reach as much good skiing as possible - as safely as possible

Assembling Consumption marks a definitive step in the institution-

alisation of qualitative business research. By gathering leading scholars and educators who study markets, marketing and consumption through the lenses of philosophy, sociology and anthropology, this book clarifies and applies the investigative tools offered by assemblage theory, actor-network theory and non-representational theory. Clear theoretical explanation and methodological innovation, alongside empirical applications of these emerging frameworks will offer readers new and refreshing perspectives on consumer culture and market societies. This is an essential reading for both seasoned scholars and advanced students of markets, economies and social forms of consumption.

Outlines procedures for rescuing and treating avalanche victims, including pre-accident planning.

What is Sacred Hunting? A practice that leads us back to our origins. A reminder that, for our ancestors, obtaining the food that sustains life was a spiritual act involving bloodshed. A reconnection to nature and the earth that gave us birth. An opportunity for connection and tribal brotherhood. A transformative encounter with death. Mansal Denton, like the men he leads on wilderness quests, was raised in a culture alienated from its sources of nourishment and sustenance. A youthful indiscretion that led to a prison cell fundamentally altered his life's trajectory. Here, he shows the power and vitality that the hunt can bring into men's lives in this perilous time, when rites of passage are notably absent. Sacred Hunting brings the richness of his hunting experience, and that of the men whose journeys he facilitates, into inspirational focus.

Jackson Hole features the greatest vertical drop of any ski resort

in the United States, and has extremely varied terrain. Gonzales tells the whole story, past and present, of this daunting but irresistible mountain. He covers the geography, geology, and history of the area, and devotes a full chapter to its development by pioneer Paul McCollister.

Extreme sports, those activities that lie on the outermost edges of independent adventurous leisure activities, where a mismanaged mistake or accident would most likely result in death, have developed into a significant worldwide phenomenon (Brymer & Schweitzer, 2017a). Extreme sport activities are continually evolving, typical examples include BASE (an acronym for Buildings, Antennae, Span, Earth) jumping and related activities such as proximity flying, extreme skiing, big wave surfing, waterfall kayaking, rope free solo climbing and high-level mountaineering. While participant numbers in many traditional team and individual sports such as golf, basketball and racket sports have declined over the last decade or so, participant numbers in so called extreme sports have surged. Although extreme sports are still assumed to be a Western pastime, there has been considerable Global uptake. Equally, the idea that adventure sports are only for the young is also changing as participation rates across the generations are growing. For example, baby boomers are enthusiastic participants of adventure sports more generally (Brymer & Schweitzer, 2017b; Patterson, 2002) and Generation Z turn to extreme sports because they are popular and linked to escapism (Giannoulakis & Pursglove, 2017). Arguably, extreme sports now support a multi-billion dollar industry and the momentum seems to be intensifying. Traditional explanations for why extreme sports have become so popular are varied. For some, the populari-

ty is explained as the desire to rebel against a society that is becoming too risk averse, for others it is about the spectacle and the merchandise that is associated with organised activities and athletes. For others it is just that there are a lot of people attracted by risk and danger or just want to show off. For others still it is about the desire to belong to sub-cultures and the glamour that goes with extreme sports. Some seek mastery in their chosen activity and in situations of significant challenges. This confusion is unfortunate as despite their popularity there is still a negative perception about extreme sports participation. There is a pressing need for clarity. The dominant research perspective has focused on positivist theory-driven perspectives that attempt to match extreme sports against predetermined characteristics. For the most part empirical research has conformed to predetermined societal perspectives. Other ways of knowing might reveal more nuanced perspectives of the human dimension of extreme sport participation. This special edition brings together cutting-edge research and thought examining psychology and extreme sports, with particular attention paid to the examination of motivations for initial participation, continued participation, effective performance, and outcomes from participation. References Brymer, E. & Schweitzer, R. (2017a) Phenomenology and the extreme sports experience, NY, Routledge. Brymer, E, & Schweitzer, R, D. (2017b) Evoking the Ineffable: The phenomenology of extreme sports, *Psychology of Consciousness: Theory, Research, and Practice* 4(1):63-74 Giannoulakis, C., & Pursglove, L., K., (2017) Evolution of the Action Sport Setting. In S.E. Klein Ed. *Defining Sport: Conceptions and Borderlines*. Lexington Books, London. 128-146 Paterson, I. (2002) Baby Boomers and Adventure Tourism: The Im-

portance of Marketing the Leisure Experience, *World Leisure Journal*, 44:2, 4-10, DOI: 10.1080/04419057.2002.9674265

Discover the untold story of African surf culture in this glorious and colorful collection of profiles, essays, photographs, and illustrations. AFROSURF is the first book to capture and celebrate the surfing culture of Africa. This unprecedented collection is compiled by Mami Wata, a Cape Town surf company that fiercely believes in the power of African surf. Mami Wata brings together its co-founder Selema Masekela and some of Africa's finest photographers, thinkers, writers, and surfers to explore the unique culture of eighteen coastal countries, from Morocco to Somalia, Mozambique, South Africa, and beyond. Packed with over fifty essays, AFROSURF features surfer and skater profiles, thought pieces, poems, photos, illustrations, ephemera, recipes, and a mini comic, all wrapped in an astounding design that captures the diversity and character of Africa. A creative force of good in their continent, Mami Wata sources and manufactures all their wares in Africa and works with communities to strengthen local economies through surf tourism. With this mission in mind, Mami Wata is donating 100% of their proceeds to support two African surf therapy organizations, Waves for Change and Surfers Not Street Children.

The first summer Youth Olympic Games (YOG) were held in Singapore in 2010 and the first winter Youth Olympic Games in Innsbruck in 2012. The IOC hopes that the YOG will encourage young people to be more active and that they will bring the Olympic movement closer to its original founding values. This is the first book to be published on the Youth Olympic Games. It critically ex-

amines the origins of the Games and the motives of the Games organisers, as well as the organisation and management of the Games and their wider impact and significance. The first part of the book discusses the relationship between the YOG and the ideology of Olympism, in the context of broader developments in youth sport competitions. The second part investigates a wide range of managerial aspects including the bidding process, finance, the prominent role of young people on the organising committees and as volunteers, the role of media and sponsors, and the distinctive competition structure. The final part of the book assesses the current and likely future impact of the YOG on the host cities and countries, the IOC and on national youth sport policies. The Youth Olympic Games is essential reading for any researcher, advanced student or policy maker with an interest in Olympic Studies, sports development, sport policy, youth sport or event management.

Bie's loving tributes to Steamboat is illustrated with dramatic photos which capture the colorful history and other glories of Steamboat then and now. 180 photos.

Often credited as the "birthplace of extreme skiing" in North America, the steep gullies of the Presidential Range have inspired east coast skiers for more than a century. As the sport continues to grow in popularity, the need for a definitive guidebook has presented itself. This is the first guidebook to focus solely on backcountry skiing in the Presidential Range, giving these iconic mountains the attention they deserve. While Tuckerman Ravine and the east side of Mount Washington serve as the focal point to this guide, other lesser explored areas throughout the range are also featured-some of them in writing for the first time ever. Inside are

detailed descriptions of 91 different routes, spanning from King Ravine on the north side of Mount Adams down to the Webster Cliffs in Crawford Notch. Each area features stunning aerial photography, detailed maps, approach information, inspiring action shots, and much more. This is without question the most comprehensive guide to backcountry skiing in the Presidential Range to date!

Ski A-Z is an illustrated introduction to skiing. It demystifies the world of skiing, making it more accessible. This book explains what it can take years to discover, and many things that no one mentions to beginner skiers. Ski A-Z has valuable information and advice that can empower the reader to be able to enjoy the experience of skiing. This book will help anyone prepare for mountain experiences as its packed with useful tips and insights.

Snowbird Secrets: A Guide to Big Mountain Skiing is "a collection of lessons learned by skiing big mountains, as taught by big mountains." It reveals how this 3-ring resort is affected by wind, weather and exposure and how, in turn, this knowledge informs one's choice of descent down its multi-faceted terrain. The 22 chapters take readers on a tour of this gigantic winter playground, in the process sharing the secrets to mastering the mountain. Even elite expert skiers will discover perspectives they may have experienced and been unable to express. Mike Rogan, the Professional Ski Instructors of America (PSIA) National Alpine Team Captain and the living embodiment of the perfect turn, notes, "Nowhere else will you understand the white dance as inside these scrolls. You will not be a complete Alpine Slider until you finish this book." Secrets is like a backstage pass to an arena

concert; its authors, Jackson Hogen and "Guru" Dave Powers, make you feel the beating pulse that invests every run down these natural amphitheaters with the invisible energy of the gravity stream. No other book on skiing has illuminated the concept of flow with such vivid examples, drawn from two lifetimes devoted to skiing in sync with the mountain. "Secrets is about flowing into the zone, be it the athletic performance zone or the Zone of Life. It should be required reading for all students... and their instructors," says the creator of the cutting-edge Clendenin Ski Method (CSM) and 2-time World Freestyle Champion John Clendenin. Whether you're already a master of the mountain or one who aspires to be, Secrets has countless lessons intertwined between its covers. You'll learn the advantages of being early in the turn, of drifting instead of carving and taking what the mountain gives you. "Snowbird Secrets applies to all skiing," observes the prime mover behind expertskier.com, Peter Keelty, "from the local bunny hill to the vast reaches of the Chugash. We believe it to be among the most important skiing books ever written. In our opinion, Secrets is must reading for anyone serious about skiing. Moreover, Secrets is a cracking good read."

A stunning, full-color guide for the modern skier, Ultimate Skiing speaks to the intermediate, advanced and racing readership by including updated techniques for modern-shaped ski designs and tips for fine-tuning boots for specific styles and terrain. Ultimate Skiing features author Ron LeMaster's clear, thorough and captivating photo sequences depicting proper form on the slopes. Every chapter includes analyses of World Cup skiers, as well as exercises for developing and practicing technique. Original.

A funny, colorful, fascinating tour through the work and life of one

of today's most influential graphic designers. Esquire. Ford Motors. Burton Snowboards. The Obama Administration. While all of these brands are vastly different, they share at least one thing in common: a teeny little bit of Aaron James Draplin. Draplin is one of the new school of influential graphic designers who combine the power of design, social media, entrepreneurship, and DIY aesthetic to create a successful business and way of life. Pretty Much Everything is a mid-career survey of work, case studies, inspiration, road stories, lists, maps, how-tos, and advice. It includes examples of his work—posters, record covers, logos—and presents the process behind his design with projects like Field Notes and the "Things We Love" State Posters. Draplin also offers valuable advice and hilarious commentary that illustrates how much more goes into design than just what appears on the page. With Draplin's humor and pointed observations on the contemporary design scene, Pretty Much Everything is the complete package.

We at Hershey's know something about brands that ignite genuine passion. In Passion Brands, Kate unlocks the secrets, showing how passion grows as special brands conscript a loyal following to spend precious social and financial currency. It's a fast, hot read, full of tips and tactics you can apply today and feel tomorrow on the bottom line.-Dave West, President and CEO, The Hershey Company
Kate is dissecting passion as a branding exercise. Timely, thoughtful and as ever erudite. I love reading her stuff.-Paco Underhill, author of Why We Buy
Kate Newlin is one of the sharpest brains in consumer marketing.... Her success in creating, building and reinventing brands should make this work invaluable.-Daryl Brewster, chairman and CEO, Krispy Kreme
Kate is

quite simply one of the smartest individuals I've met in business.... Her raw creativity, coupled with a profound understanding of our culture, market space and consumers make for remarkably actionable thinking.-Jim Beckett, director, Proctor & Gamble-What makes some brands stand out from the pack year after year? In a vast marketplace glutted with countless pretty good brands, how are some products able to command unquestionable customer loyalty and lasting enthusiasm?Veteran business strategist Kate Newlin defines the key ingredients that go into passion brands-brands that we recommend to friends wholeheartedly, with a joyous, even evangelical zeal. Passion brands inspire an emotional attachment. Unlike consumer fads, we become personally invested in them, sometimes even more so than we do with our friends and loved ones.Newlin identifies the social factors that have made passion brands the driving force in consumer marketing today. Based on proprietary research, which makes use of in-depth interviews with company executives as well as state-of-the-art analytics, she answers the following key questions:Are there common characteristics that enable passion brands to become carriers of personal meaning?What is the financial impact on a company that produces a passion brand?Do passion brands create a halo over the stock prices?She notes that in a world of almost unlimited consumer choices, the old rules of marketing just don't work anymore (product, package, position, price, and promotion). Now marketers must react to consumers in real time, encouraging brand democracy in which users can help decide a product's characteristics, from size and color to how it should be marketed.Passion Brands is must reading for entrepreneurs and denizens of corporate cubicles and boardrooms alike.Kate Newlin

(New York, NY), the principal and founder of Kate Newlin Consulting, is the author of Shopportunity! How to Be a Retail Revolutionary, which was on the Oprah Selects list of O magazine in 2006 and was also a recommended selection of the 2006 Harvard Business Review. With over 25 years of experience in business strategy and marketing, Newlin has worked with a broad cross-section of Fortune 500 businesses, including McDonald's, Pennzoil/Quaker State, Kraft, Hasbro, Cigna, GE Capital, Waldenbooks, LensCrafters, and others.

"Let me take you to the slopes you always dreamed of skiing or to exotic destinations where you didn't know skiing even existed. More than a ski book, this is a travelogue depicting the skiing culture and character of 47 fascinating countries." Taken from back cover.

Between January 22, 2006 and January 19, 2007, Aspen's Chris Davenport completed a remarkable journey. He skied all 54 of Colorado's 14,000-foot peaks within one year. Ski The 14ers tells the story of Chris Davenport's epic adventure through stunning photography and first hand trip reports of Colorado's most spectacular mountains and ranges.

The descriptions and examples of unethical behaviors in sport in this book will challenge readers to rethink how they view sport and question whether participating in sport builds character—especially at the youth and amateur levels. • Describes and analyzes key ethical issues, such as cheating, fair play, violence, discriminatory actions, and the use of performance-enhancing drugs, in a single volume • Identifies how ethical problems in sport affect sport in the United States and internationally but also significantly impact society overall • Examines significant events

and influential individuals to provide a historical and sociological context for understanding how and why individuals behave unethically in sport • Provides a wealth of information and resources that describe how poor behaviors of athletes, coaches, and parents in sport can be changed through educational interventions and a reemphasis on values like integrity

Whether you're an experienced backcountry skier or intermediate snowboarder looking to ramp up your out of bounds expeditions, Brittany and Frank Konsella have the cred to guide you to the state's special runs. Both have descended all of the state's 14ers on skis and Brittany was the second woman to accomplish that feat. They know where the sweet lines are. Backcountry Ski & Snowboard Routes: Colorado--part of the popular series--includes backcountry routes focused on the Front Range and the San Juans, with other routes in the Sawatch Range, Elk Mountains, Mosquito Range, and more.

Running a successful sporting event—whether it's a local event, state championship, or international competition—requires the knowledge and skills to plan, organize, promote, lead, and communicate effectively. *Managing Sport Events, Second Edition* With Web Resource, will prepare readers to manage events with ease, guiding them through the entire process, from event conception to postevent evaluation. Merging research findings with best practices, *Managing Sport Events, Second Edition*, presents the key principles of event management to prepare students to enter the field with the skills needed to immediately engage in event production and evaluation. With updated references throughout, the second edition emphasizes practical application by offering plen-

ty of contemporary examples and learning opportunities for students: New industry profiles at the beginning of each chapter showcase professionals putting theory into practice Added sections address emerging trends and topics, such as sustainability and event security Examples show how new technologies can be utilized for event management and event presentation Scenarios highlighting recreational and community events better represent smaller-scale events such as a local 5K run or a youth basketball tournament Case studies and learning activities at the end of each chapter allow students to put theory into practice A new web resource offers mini case studies with multiple-choice questions that provide immediate feedback to help students gauge their comprehension *Managing Sport Events, Second Edition*, leads students through the reality of what it takes to conduct a successful event. Starting with event conception and development, the text then addresses key planning areas, including staffing, budgeting, marketing, promotion, sponsorship, and legal and risk management. It then moves into key operational areas such as services, logistics, and on-site management, and it concludes the process with postevent duties and considerations. *Managing Sport Events, Second Edition*, integrates the traditional business segments of sport management with the unique requirements of event management. This guide is an essential resource for current and future professionals working in parks and recreation, tourism and hospitality, and sports at all levels—youth, high school, college, amateur, minor league, professional, and international competition.

As a child Ryan DeLena had difficulty controlling his emotional outbursts. This led to placement in therapeutic schools that relied

on detrimental methods of behavior modification such as physical restraints. Nothing helped from a team of doctors to heavy medication. Then in 2010, Ryan was voluntarily committed to a mental hospital for further evaluation. His parents Rob and Mary Beth were counseled to place him in a group home. They refused. Two years earlier, after an impulsive decision Rob had to take Ryan skiing, he discovered a different child than the version experts were so sure about. By his second day of skiing, Ryan was executing advanced runs, and with each conquest in the winters that followed, Rob began to question the path laid for his son by the professionals paid to judge him. He later convinced Mary Beth to fight the medical and educational complexes over Ryan's care and school placement, and together they fostered the freedom Ryan needed to pursue his dream of becoming a professional ski mountaineer. Written in two voices, *Without Restraint* is a joint father-son memoir told with both pain and levity, struggle and strength, adventure and heart. It is the story of a misunderstood boy, a father's growth, and a shared love of the outdoors that formed their unbreakable bond.

"Mantle and Lichty have assembled a guide that will help you hire, motivate, and mentor a software development team that functions at the highest level. Their rules of thumb and coaching advice are great blueprints for new and experienced software engineering managers alike." —Tom Conrad, CTO, Pandora "I wish I'd had this material available years ago. I see lots and lots of 'meat' in here that I'll use over and over again as I try to become a better manager. The writing style is right on, and I love the personal anecdotes." —Steve Johnson, VP, Custom Solutions, Digital-Fish All too often, software development is deemed unmanage-

able. The news is filled with stories of projects that have run catastrophically over schedule and budget. Although adding some formal discipline to the development process has improved the situation, it has by no means solved the problem. How can it be, with so much time and money spent to get software development under control, that it remains so unmanageable? In *Managing the Unmanageable: Rules, Tools, and Insights for Managing Software People and Teams*, Mickey W. Mantle and Ron Lichty answer that persistent question with a simple observation: You first must make programmers and software teams manageable. That is, you need to begin by understanding your people—how to hire them, motivate them, and lead them to develop and deliver great products. Drawing on their combined seventy years of software development and management experience, and highlighting the insights and wisdom of other successful managers, Mantle and Lichty provide the guidance you need to manage people and teams in order to deliver software successfully. Whether you are new to software management, or have already been working in that role, you will appreciate the real-world knowledge and practical tools packed into this guide.

"Author, columnist, and longtime skiing fanatic Greg Morrill takes a look back at the history of the sport, recalling memories from days gone by. In each chapter Morrill poses a trivia question relating to a topic in skiing history and explores related topics through both personal memories and historical research"--Page [4] of cover.

This undergraduate textbook provides a broad overview of the ways in which 'adventurous practices' influence, and are in-

fluenced by, the world around them. The concept of adventure is one that is too often tackled within subject silos of philosophy, education, tourism, or leisure. While much of the analysis is strong, there is little cross-pollination between disciplines. *Adventure & Society* pulls together the threads of these discourses into one coherent treatment of the term 'adventure' and the role that it plays in human social life of the 21st century. It explores how these practices can be considered more deeply through theoretical discourses of capitalism, identity construction, technology and social media, risk-taking, personal development, equalities, and sustainability. As such, the book speaks to a broad audience of undergraduate and postgraduate students across diverse subject areas, and aims to be an accessible starting point for deeper inquiry.

A step-by-step guide to becoming an expert all-mountain skier. It takes you to the difficult places on the mountain - bumps, steeps, and trees - and helps you conquer them. It contains the information you need on equipment - including shaped skis, boots, bindings, and footbeds.

Fully revised and updated 2nd edition including an entirely new chapter on avalanches. If you want to leave the confines of the piste, and explore the mountains and valleys beyond, then this is the book for you. Everything you need to make the transition from piste skiing to ski touring is here, from downhill off-piste and uphill skills to avalanche awareness. All aspects are covered in detail, with clear descriptions and stunning photos. The first section of the book covers the knowledge and techniques required to travel beyond the marked trail. The second part contains a selection of Bruce's favourite tours, in guidebook style, to help you plan

your own backcountry adventure. Key chapters include: Downhill Skills, Uphill Skills, Glacier Skiing, Avalanches, Winter Weather, and Planning a Ski Tour.

Explaining how skiing works, this book goes beyond simple, traditional advice to present the science of ski technique and describe the mechanics of good skiing. 80 photos.

A collection of poems and stories inspired by wild spaces and endurance running. Shifting the narrative from the tired trope centering around the white man conquering a gritty race or mountain, *Run Wild & Be* explores the female experience embracing freedom and self love through her time spent running long outside. Drawing inspiration from a 4000 mile run across the United States, this book weaves readers through tiny mountain towns, into the desert, and sprawling metropolises, while noting gender inequities, power imbalances, changing goals, and morphing identities.

The year's best travel writing, as chosen by series editor Jason Wilson and guest editor Alexandra Fuller.

Hans Florine embodies the genius of "and"—collaborative and competitive, fast and safe, audacious and disciplined, visionary and quantitative. The themes that run through Florine's 101 ascents of Yosemite's most iconic route can benefit people who will never climb a rock, indeed anyone inspired by the idea of a passionate, lifelong quest of any type. —Jim Collins, author of *Good to Great* Hans Florine is a big-wall climbing legend in his own time. He holds the speed record on the Nose route of El Capitan, a 3,000-foot granite cliff in Yosemite Valley that's considered the Everest of the rock-climbing world. Ascending the Nose takes

most climbers anywhere from 12 to 96 hours. Florine, along with climbing partner Alex Honnold, does it in an astounding 2.5 hours. But Florine's story is not one of super-human athletic prowess; it's one of persistence and dogged determination. In 30 years of climbing, he's ascended the Nose a mind-blowing, death-defying 100 times, more than anyone else ever has, and most likely ever will. In *On the Nose*, Florine describes the most dangerous, pivotal, and inspirational of those climbs, providing a rare look inside the adrenaline-charged world of competitive climbing in Yosemite Valley. He tells of his very first attempt on the Nose, which ended in failure after 14 hours, his friendships (and rivalries) with climbing's most colorful personalities, and his battle with Dean Potter to secure the definitive speed record on the Nose—an endeavor that's been called the wildest competition known to man. Perhaps most interestingly, Florine attempts to answer the question why. Why would anyone undertake one of the greatest adventure epics on earth 100 times? His answers pro-

vide unique insights on how to live a satisfying life, how to achieve big goals, and how an otherwise ordinary guy can become a rock star.

Are today's boxers better than their predecessors, or is modern boxing a shadow of its former self? Boxing historians discuss the socioeconomic and demographic changes that have affected the quality, prominence and popularity of the sport over the past century. Among the interviewees are world-renowned scholars, some of the sport's premier trainers, and former amateur and professional world champions. Chapters cover such topics as the ongoing deterioration of boxers' skills, their endurance, the decline in the number of fights and the psychological readiness of championship-caliber boxers. The strengths and weaknesses of today's superstars are analyzed and compared to those of such past greats as Joe Louis, Sugar Ray Robinson, Jack Dempsey and Jake LaMotta.