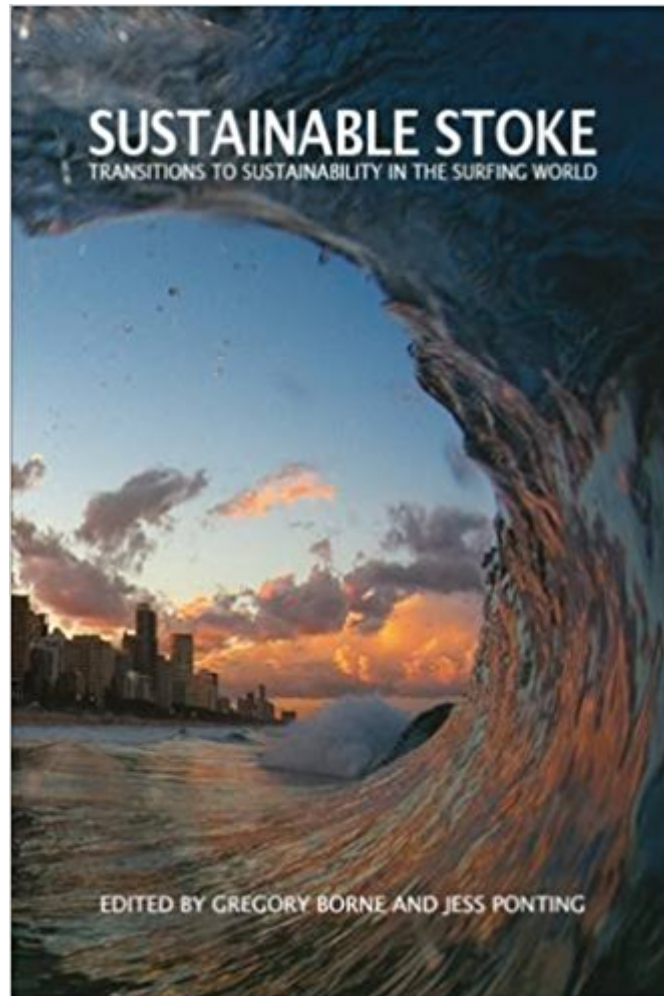




Ebook Directory
the best source of ebook

The book was found

Sustainable Stoke: Transitions To Sustainability In The Surfing World



Book Information

Paperback: 336 pages

Publisher: University of Plymouth Press (May 14, 2015)

Language: English

ISBN-10: 1841023418

ISBN-13: 978-1841023410

Product Dimensions: 6.1 x 0.9 x 9.3 inches

Shipping Weight: 1.3 pounds

Average Customer Review: 4.1 out of 5 stars 5 customer reviews

Best Sellers Rank: #285,164 in Books (See Top 100 in Books) #246 in [Books > Business & Money > Economics > Sustainable Development](#) #637 in [Books > Sports & Outdoors > Water Sports](#) #675 in [Books > Business & Money > Economics > Environmental Economics](#)

Customer Reviews

Surf culture is undergoing a rapid transformation to more sustainable practices and lifestyles. This book provides a snapshot of these changes, written by the people that are making the changes actually happen. For example, pro surfer Rob Machado's writes about how he's experiencing sustainability and how he challenges and encourages his sponsors to improve their practices. There's a very candid essay by Bob McKnight, founder of Quiksilver, who writes about how his company has faced supporting sustainability during a difficult economic recession. Derek Sabori, VP of Sustainability for Volcom, writes about how he organically grew his position at Volcom over 17 years, starting from his early days as a teenage intern answering phones. If you're a fan of surfing, where else are you going to get first-hand information like this? Overall, Sustainable Stoke provides many first-hand accounts from notable icons in surf culture, from every perspective including industry, NGOs, surf media, pro surfers, academics, and legends of our sport like Shaun Tomson. These perspectives do not always agree, and that's a good thing! It's a landmark book in the lore of surf culture.

The best analysis of modern surfing that I've seen between two covers - some of the studies are quite revealing, and the contrast between this book and the mags/websites is noticeable since this book does not depend on the surf industry or ads for income. Admittedly one or two pieces are somewhat weak (the piece by Quik's CEO felt like it was written for a shareholder's conference) but all in all if you have any thoughts about the future of surfing, you need to read it.

Perhaps the most comprehensive and interesting book on surfing and all that goes with it yet produced. An amazing cast of surfing heros, world champions, captains of industry, state senators, city mayors, journalists, professors, and even young non-profit go getters weigh in on what sustainability means in surfing today and how surfing can transition to sustainability.

As the director of an environmental education organization, based in surf-town Encinitas, CA, I can tell you this book is going to make waves in sustainability and surfing communities around the world.

Contrary to the title, this book isn't really about sustainability. It seems that it is about celebrating a variety of personal agendas through a collective rhetoric of self-importance, within which sustainability becomes the central term used to justify business practices in surfing industries that continue to be defined by "business-as-usual" overseas manufacture and neoliberal tendencies. Whereas the authors are 'big names' in the industry, the book is not academic and the essays--editorials, really--do not constitute research in even the loosest sense, in spite of the editors' claims to scholarly ambitions. This book strikes me as no different than a lot of loose blog posts in mainstream surf magazines or websites that hype surfing's business personalities by exaggerating their credentials, convictions, and talents. If you want to be impressed by the collective narcissism of the contributors, many of whom feel that their position in the industry's social scene entitles them to opine about academic, environmental, and social issues in exaggerated and hyperbolic fashion, then pick this volume up. It's worth a laugh, if nothing else.

[Download to continue reading...](#)

Sustainable Stoke: Transitions to Sustainability in the Surfing World
Surfing: Surfing - A beginners Guide (Surfing, Learn to Surf, Surfing made easy, Surfzone, How to surf, Surfing lesson)
Surfing California: A Guide To The Best Breaks And Sup-Friendly Spots On The California Coast (Surfing Series)
Surfing Australia: A Guide to the Best Surfing Down Under (Periplus Action Guides)
Batteries for Sustainability: Selected Entries from the Encyclopedia of Sustainability Science and Technology
Mercury/Mariner Outboard Shop Manual: 4-90 HP Carbureted Four-Stoke 1995-2006 (Clymer Manuals)
The Surfboard: Art, Style, Stoke
The Sustainable MBA: A Business Guide to Sustainability
Backyard Farming: Your Guide to Building the Ultimate Self Sustainable Backyard Mini Farm (Backyard Farming Essentials - Mini Farming - Urban Gardening - Self Sustainability - Backyard Homestead)
Reconstructing Sustainability Science: Knowledge and action for a sustainable future (The Earthscan Science in Society Series)
Sustainable Logistics and Supply

Chain Management: Principles and Practices for Sustainable Operations and Management Urban Homesteading: Become a Self Sustainable Urban Homesteader to Get off the Grid, Grow Food, and Free Yourself (Urban Homesteading: A Complete Guide ... a Self Sustainable Urban Homesteader) Tropical Soils: Properties and Management for Sustainable Agriculture (Topics in Sustainable Agronomy) Landau Theory Of Phase Transitions, The: Application To Structural, Incommensurate, Magnetic And Liquid Crystal Systems (World Scientific Lecture Notes in Physics) Surfing Indonesia: A Search for the World's Most Perfect Waves (Periplus Action Guides) Sugar Surfing: How to manage type 1 diabetes in a modern world Empire in Waves: A Political History of Surfing (Sport in World History) The World in the Curl: An Unconventional History of Surfing The Bridge at the Edge of the World: Capitalism, the Environment, and Crossing from Crisis to Sustainability Energy Transitions: History, Requirements, Prospects

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)