

Freeskier Buyers Guide 2013 Pdf Pdf

Making Meaning Out of Mountains

2012 Mark C. J. Stoddart Mountains bear the imprint of human activity. Deep scars from logging and surface mining crosscut the landmarks of sports and recreation - national parks and lookout areas, ski slopes and lodges. Although the environmental effects of extractive industries are well known, skiing is more likely to bring to mind images of luxury, wealth, and health. In Making Meaning out of Mountains, Mark Stoddart draws on interviews, field observations, and media analysis to explore how the ski industry in British Columbia has helped transform mountain environments and, in turn, how skiing has come to be inscribed with multiple, often conflicted meanings informed by power struggles rooted in race, class, and gender. Corporate leaders promote the skiing industry as sustainable development, while environmentalists and some First Nations argue that skiing sacrifices wildlife habitats and traditional lands to tourism and corporate gain. Skiers themselves appreciate the opportunity to commune with nature but are concerned about skiing's environmental effects. Stoddart not only challenges us to reflect more seriously on skiing's negative impact on mountain environments, he also reveals how certain groups came to be viewed as the "natural" inhabitants and legitimate managers of mountain environments.

Understanding Extreme Sports: A Psychological Perspective

2020-03-30 Eric Brymer 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 popularity 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 payed 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 Patterson, I. (2002) Baby Boomers and Adventure Tourism: The Importance of Marketing the Leisure Experience, World Leisure Journal, 44:2, 4-10, DOI: 10.1080/04419057.2002.9674265

Philosophy, Risk and Adventure Sports

2007-06-11 Mike J. McNamee With interest and participation in extreme and adventure sports growing year on year, the time is ripe for a thoughtful and analytical assessment of this phenomenon from a rigorous philosophical perspective. This collection of essays is the first single-source treatment of adventure sports from an exclusively philosophical standpoint. The text offers students a uniquely focused reader of this burgeoning area of interest and provides scholars with a source book for further studies in this area. Featuring contributions from well-respected writers in the field who each also have personal familiarity of participation in adventure and extreme sports, this is set to become a classic analysis of the intersections between philosophy and extreme experiences, encompassing essential related concepts of elation, danger, death, wilderness and authenticity.

How the Racers Ski

1988 Warren Witherell 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.

Philosophy and Sex

1998 Robert Baker Greatly expanded and updated, the third edition of this book retains such classic essays as the Shulamith Firestone-Robert Solomon debates over love and feminism, and includes new selections on abortion; rape; same-sex marriage; pornography; and the conceptualization of gender, sexuality, and perversion.

The Professionalization of Action Sports

2022-07-28 Guillaume (Emlyon Business School Dumont, France) Action sports have undergone dramatic growth, commercialization, and institutionalization over recent decades. This book uncovers the social, political, economic and organizational dynamics of their professionalization. After sketching some of the

main transformations at stake in the field, the contributors provide novel insights into the changing structures in the action sports industry and the effects on athletes, coaches, agents and the cultures more broadly. Such trends came to the fore in the inclusion of surfing, skateboarding, sport climbing and BMX freestyle into the Tokyo Olympic Games. The book explores the working lives of action sports athletes, more specifically when it comes to their social media practices and the commercial pressure emerging from sponsors, and it also provides key insights into the institutionalization and professionalization of action sports amid ongoing processes of globalization, commodification and incorporation. Overall, the book reveals how different action sports (i.e., snowboarding, surfing, kiteboarding, parkour, climbing, skateboarding), and across countries, are at various stages in the professionalization process, with local, national and international responses and reactions to such trends differing considerably. The chapters in this book were originally published as a special issue of Sport in Society.

Steamboat

2006 Tom Bie 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.

Draplin Design Co.

2016-05-17 Aaron James Draplin 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.

Passion Brands

2009-12-02 Kate Newlin 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 CompanyKate is dissecting passion as a branding exercise. Timely, thoughtful and as ever erudite. I love reading her stuff.-Paco Underhill, author of Why We BuyKate 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 KremeKate 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 Bechtold, director, Proctor & GambleWhat 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.

Wild Snow

1997 Louis W. Dawson 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.

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