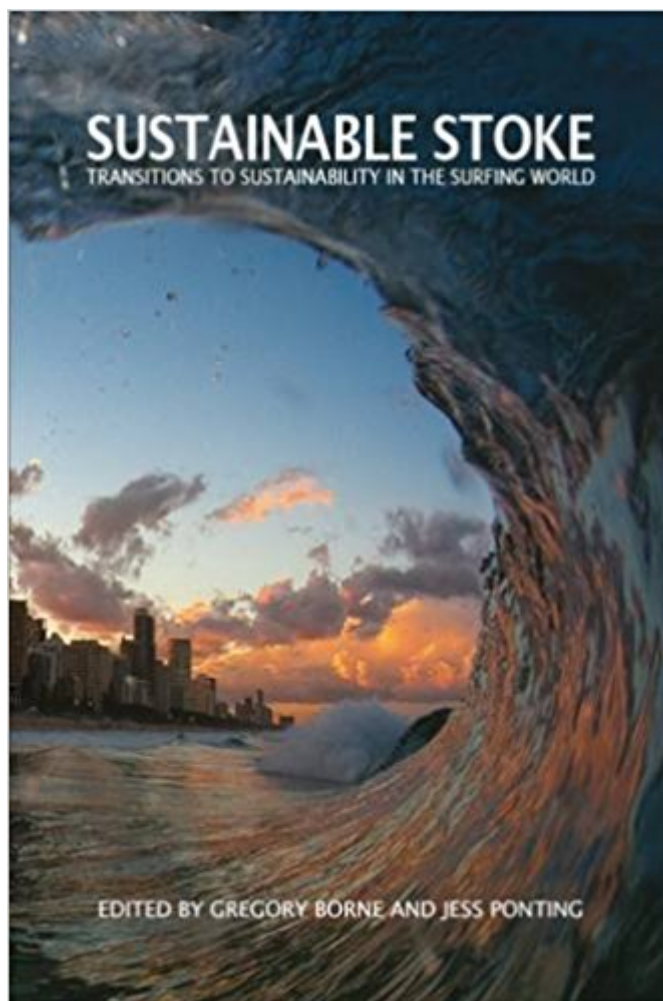


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# Sustainable Stoke: Transitions To Sustainability In The Surfing World



## Book Information

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## 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 heroes, 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.

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