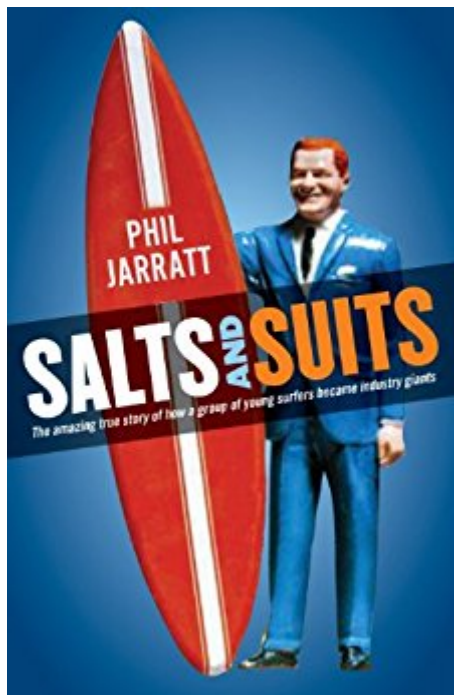


The book was found

Salts And Suits



Synopsis

Salts and Suits is the amazing true story of how a group of young beach bums turned their passion for riding big waves into the world's fastest growing leisure industry, surviving wipe-outs, drug busts, rip-offs, recessions and the constant pressure to act and dress like grown-ups. Still the darlings of Wall Street despite recent downturns, surfing's biggest brands have crossed the billion dollar threshold by thinking big and staying cool - and that's a hell of a balancing act. Drawing on more than 200 interviews with industry figures and the idiosyncratic founders of the leading brands, Phil Jarratt details the long and bloody battle between the 'salts' and the 'suits' to control the industry as it hit the radar screens of the broader youth market. Tracing the development of surf's biggest brands as they emerged from sleepy beach towns on both sides of the Pacific, he paints a compelling picture of the free-wheeling, hedonistic lifestyle that gave birth to a multi-billion dollar industry almost in spite of itself. Salts and Suits is an inspiring and often hilarious account of surfing's long ride from Beach Boulevard to Wall Street. The beach bum entrepreneurs who started it all - characters like 'Claw' Warbrick, Brian Singer, Duke Boyd, Jeff Hakman, Bob McKnight, Jim Jenks, Alan Green, 'Greasy' Merchant and Jack O'Neill - are still involved, some are mega-millionaires, some just struggling by while others milk their creations. This book tells their stories, but more importantly, it tells the story of how, in business, passion can sometimes trump conventional wisdom, and the heart can overrule the head.

Book Information

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Customer Reviews

If you are interested in the truthful inner workings of the surfing industry, this book is the book for you. It also is a great book for truthful surfing history, going back to when it all started. Salts and Suits does an excellent job of not just focusing on Quiksilver, but also paying attention to all the other top companies around Quiksilver that were having similar growth problems and some short term success. One very important lesson learned from reading this book - is that once companies go public, greed definitely enters the equation. There is never enough money! Those who surf know how soulful surfing is or can be, ...but once greed enters into the equation, the soul is all but lost.

For anyone in fashion - a great read. If you're interested in the business of surf - a must read.

Interesting book. My husband has been reading it for five years now.

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