

## **Freeskier Magazine 2012 Buyer Guide**

*Many observers have pointed out what is wrong with youth sport: an emphasis on winning at all costs; parental over-involvement; high participation costs that exclude many families; lack of vigorous physical activity; lack of player engagement; and no focus on development. Currently, most attempts at righting the wrongs of youth sport have focused on coach education and curriculum, but in this book, the authors offer a different approach—one that involves changing the game itself. Re-Designing Youth Sport combines vivid examples and case studies of innovative sport programs who are re-designing their sport with a comprehensive toolkit for practitioners on how to change their game for bigger and better outcomes. It offers a fresh and exciting perspective on the seemingly intractable issues in sport. It presents a practical and empowering pathway for readers to apply the examples and tools to the outcomes that they aspire to achieve in their sport, such as increased fun and excitement, life-skills building, gender inclusion, increased sportspersonship, greater parity and avoidance of one-sided competition, and positive parental roles. The book also reveals how community leagues as well as national and international sport governing bodies are using re-design to accelerate player skill development, tactical awareness, and physical fitness.*

*Reaching New Heights Snowboarder and Olympic Gold Medalist Kelly Clark had accomplished her life's goals by the age of 18. Yet, success didn't leave her feeling fulfilled. Two years later, at an event in Salt Lake City, Kelly stood at the bottom of the pipe, listening to one snowboarder console another who had just crashed: "It's alright. God still loves you." These words led Kelly on a new journey from an Olympian snowboarder into an awesome relationship with Jesus. This story of one of the world's*

*greatest snowboarders will encourage readers young and old to reach for the next level, knowing that God will be with them, win or lose.*

*For more than half a century, the Appalachian Mountain Club's Maine Mountain Guide has been hikers' and backpackers' quintessential resource for trails in Maine's spectacular mountains. This new edition has been thoroughly revised and updated, featuring 175 new trails, 50 new mountains, and 13 additional in-text maps, capturing Maine's booming trail building and expansion during the past five years. Fresh coverage of classics such as Baxter State Park and Acadia National Park now sits alongside more detailed descriptions of regions including the 100-Mile Wilderness and Moosehead Lake, Downeast, and Midcoast. More than 450 trails have been revised. Thorough trip-planning and safety information--along with full-color, GPS-rendered, pull-out maps featuring trail segment mileage--make this the trusted, comprehensive hiking guide to Maine.*

*This book provides a broad overview of the ways in which 'adventurous practices' influence, and are influenced 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.*

*Routledge Handbook of Youth Sport*

*The Socialite Who Killed a Nazi with Her Bare Hands and 143 Other Fascinating People Who Died This Past Year*

*Ski Superpipe*

*Sewing & Quilting for Women's Heart Health*

*Why Some Brands Are Just Gotta Have, Drive All Night For, and Tell All Your Friends About*

*Shaped by Snow*

*Automate This*

**The New School of skiing fascinates the skiing world with its stylish tricks. The spectacular jumps that currently dominate every skiing magazine and freestyle film make the hearts of many ski fans beat faster. Which skier would not like to fly, with all the confidence in the world, through the air like the freeski pros who grace the pages of glossy magazines with constantly innovative, breathtaking jumps? This is where this book comes in. The authors, US ski-team-member David Babic, with Gerhard Blochl, World Cup competitor, twice German Freestyle Mogul champion, and his brother Armin Blochl describe methodical ways in which everyone can learn the various jumps quickly and above all, safely.**

**"Stitch Mountain is a beautiful collection of cozy, cold-weather knitwear inspired by snowy mountain landscapes and the skiers and snowboarders who have conquered their slopes. The 30 warm, stylish garments and accessories--hats, headbands, cowls, mittens, scarves, and sweaters--are inspired by the treasured winter knits of renowned U.S. Ski and Snowboard team athletes"--**

**From sweet and savory to fluffy and flaky—tried-and-**

tested recipes made for the 21st-century outdoor adventurer. Most recipes are developed and employed at or close to sea level, so what is a baker to do if they live 5,000 feet higher? In *The Mountain Baker*, longtime mountain dwellers Mimi Council and Kimmy Fasani share their recipes for successful cakes, cookies, muffins, breads, and beyond. With their firsthand experience, Council and Fasani are just the women to talk about the science behind high-altitude baking and cooking. From hearty eats and apres snacks to decadent desserts, these recipes include conversions for sea-level kitchens, so home bakers can enjoy these treats wherever they cook: Double Black Diamond Brownies, Honey Graham Pancakes, Rosemary Parmesan Biscotti, Pizza Bread, Snow Day Cake, and more. With tips on why your alpine cakes are sinking or why your cookies are burning, this is the go-to resource to help readers fearlessly face their high-altitude kitchen or simply get in the outdoor spirit.

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.**

**Science and Skiing VII**

**Re-Designing Youth Sport**

**Passion Brands**

**Reinventing HUD.**

**The Mountain Baker: 100 High-Altitude Recipes for Every Occasion**

**Defending the Future of Winter**

**Not Without Peril**

*Helps riders of all levels and riding styles, including downhill, slalom, and halfpipe, on snowboarding techniques and tricks, and offers advice on selecting or building the best board for individual riding styles and abilities.*

*Presents over thirty sewing projects designed by sewing and quilting celebrities that feature the color red to highlight women's heart health, and features personal stories as well as facts, resources, and heart-healthy recipes.*

*This book contributes to recent debates in transnationalism, mobilities and migration studies by offering the first in-depth sociological examination of the global phenomenon of action sports and the transnational networks and connections being established within and across local contexts around the world.*

*Written by a leading mental skills coach and contributing editor to Runner's World (US), this is a practical guide to building the psychological resilience that athletes need to recover from injury and rebound stronger. Injuries affect*

*every athlete, from the elite Olympian to the weekend racer. In the moment, a traumatic crash, a torn muscle, or a stress fracture can feel like the most devastating event possible. While some athletes are destroyed by the experience, others emerge from their recovery better, stronger, and more confident than ever. The key to a swifter, stronger comeback is the use of mental skills: psychological tools that enable an athlete to take control of their recovery and ultimately use the experience to their advantage. Injury and other setbacks are inevitable – but with training, overcoming them skillfully and confidently is possible. This book will provide a clear, compelling explanation of psychological recovery from injury and a practical guide to building mental resilience. Weaving together personal narratives from star athletes, scientific research, and the specialized clinical expertise of mental skills coach Carrie Jackson Cheadle, it will contain more than 45 Mental Skills and Drills that athletes can use at every phase of their recovery process. These same strategies can help athletes who aren't currently injured reduce their vulnerability to injury, and enable any individual to reach new heights within their sport and beyond.*

*Crochet Red*

*Stories of Insight, Inspiration and Laughter from the World of Sports*

*Sport History in the Digital Era*

*Stitch Mountain*

*150 Years of Misadventure on the Presidential Range of New Hampshire*

*Licensing Update 2012*

A revolutionary guide to acknowledging fear and developing the tools we need to build a healthy relationship with this confusing emotion—and use it as a positive force in our lives. We all feel fear. Yet we are often taught to ignore it, overcome it, push past it. But to what benefit? This is the essential question that guides Kristen Ulmer’s remarkable exploration of our most misunderstood emotion in *The Art of Fear*. Once recognized as the best extreme skier in the world (an honor she held for twelve years), Ulmer knows fear well. In this conversation-changing book, she argues that fear is not here to cause us problems—and that in fact, the only true issue we face with fear is our misguided reaction to it (not the fear itself). Rebuilding our experience with fear from the ground up, Ulmer starts by exploring why we’ve come to view it as a negative. From here, she unpacks fear and shows it to be just one of 10,000 voices that make up our reality, here to help us come alive alongside joy, love, and gratitude. Introducing a mindfulness tool called “Shift,” Ulmer teaches readers how to experience fear in a simpler, more authentic way, transforming our relationship with this emotion from that of a draining battle into one that’s in line with our true nature. Influenced by Ulmer’s own complicated relationship with fear and her over 15 years as a mindset facilitator, *The Art of Fear* will reconstruct the way we react to and experience fear—empowering us to easily and permanently

address the underlying cause of our fear-based problems, and setting us on course to live a happier, more expansive future.

Offers a collection of crochet projects created by thirty celebrity designers, along with profiles in which they discuss their experiences with heart disease and provide tips for staying healthy.

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*.

An accessible primer on how to create effective graphics from data This book provides students and researchers a hands-on introduction to the principles and practice of data visualization. It explains what makes some graphs succeed while others fail, how to make high-quality figures from data using powerful and reproducible methods, and how to think about data visualization in an honest and effective way.

*Data Visualization* builds the reader's expertise in `ggplot2`, a versatile visualization library for the R programming language. Through a series of worked examples, this accessible primer then demonstrates how to create plots piece by piece, beginning with summaries of single variables and moving on to more complex graphics. Topics include plotting continuous and categorical variables; layering information on graphics; producing effective "small multiple" plots; grouping, summarizing, and transforming data for plotting; creating maps; working with the output of statistical models; and refining plots to make them more comprehensible. Effective graphics are essential to communicating ideas and a great way to better understand data.

This book provides the practical skills students and practitioners need to visualize quantitative data and get the most out of their research findings. Provides hands-on instruction using R and ggplot2 Shows how the "tidyverse" of data analysis tools makes working with R easier and more consistent Includes a library of data sets, code, and functions

Run Wild and Be: A Collection of Poems & Stories

Inspired by Wild Spaces & Endurance Running.

Stitching for Women's Heart Health

The Changing Roles of Athletes, Industry and Media

Skiing's Next Generation

The Kelly Clark Story

The Gluten-Free Edge

Crocheting for Women's Heart Health

This latest collection of Chicken Soup honors all that is good in the world of sports. From major leaguers to little leaguers, from hockey stars to figure skaters, and from horseracing to mushing, the stories in this book highlight the positive and transformative nature of sports.

Chronicles 150 years of disaster in the rugged mountains of the Presidential Range where Mount Washington has challenged visitors for centuries with its severe weather.

The limestone spires of the Three Bears rise above the Lizard Range and Cedar Valley like sentinels guarding a secret place. And a very special place it is. The Cedar Valley is home to a

unique old-growth rainforest including 800-year-old cedar trees. The Valley's intense micro-climate produces an unusual amount of snow for this part of the Rocky Mountains, adding to the reputation of one of the best-known backcountry lodges in North America: Island Lake Lodge. Bears Above the Valley explores the diverse history of the Cedar Valley and Island Lake Lodge, well documented with stunning photography and insightful text. Scot Schmidt, godfather of freeskiing, and Craig Kelly, pioneer of big mountain snowboarding, are two of the many ski-industry characters who are covered. Their pursuit of backcountry lines, deep powder and big mountain freedom are an integral part of the Island Lake story.

Since the advent of sport, athletes have worked to gain an edge on their competition—to look, feel, and perform their best—through both training and nutrition. Today, science is increasingly showing the negative impact that gluten, a protein in wheat, barley, and rye, can have on health. For the estimated 30 million Americans with forms of gluten intolerance, such as celiac disease, this all-too-common protein can cause gastrointestinal trouble, inflammation, muscle fatigue, and mental fog that hinder an active lifestyle and negatively impact athletic performance. The solution: a whole-foods,

nutrient-dense gluten-free diet. Others who voluntarily eat gluten-free can also discover an edge they never knew was missing: faster recovery, reduced inflammation, improved digestion, and increased athletic performance. The Gluten-Free Edge is the first comprehensive resource that includes: • What gluten is and how it negatively impacts health and athletic performance • The myriad benefits of adopting a gluten-free nutrition plan • What to eat during training, competition, and recovery • How to deal with group meals, eating on the road, and getting “glutened” • Insights from prominent athletes already living the gluten-free edge • And 50 simple, high-octane recipes to fuel your performance Whether you’ve been diagnosed with gluten intolerance or simply want to get ahead of the competition, this book is for you. Your own gluten-free edge is waiting.

New School

For Extreme-Sports Crazy Boys Only

White Planet

Knit Red

A Nutrition and Training Guide for Peak Athletic Performance and an Active Gluten-Free Life

The Best American Newspaper Narratives of 2012

Adventure and Society

**From statistical databases to story**

archives, from fan sites to the real-time reactions of Twitter-empowered athletes, the digital communication revolution has changed the way fans relate to LeBron's latest triple double or Tom Brady's last second touchdown pass. In this volume, contributors from Australia, Ireland, New Zealand, the United Kingdom, and the United States analyze the parallel transformation in the field of sport history, showing the ways powerful digital tools raise vital philosophical, epistemological, ontological, methodological, and ethical questions for scholars and students alike. Chapters consider how philosophical and theoretical understandings of the meaning of history influence engagement with digital history, and conceptualize the relationship between history making and the digital era. As the writers show, digital media's mostly untapped potential for studying the recent past via media like blogs, chat rooms, and gambling sites forge a symbiosis between sports and the internet while offering historians new vistas to explore and utilize. In this new era, digital history becomes a dynamic site of enquiry and discussion where scholars enter into a give-and-take with individuals and invite their audience to grapple with, rather

than passively absorb, evidence. Timely and provocative, *Sport History in the Digital Era* affirms how the information revolution has transformed sport and sport history--and shows the road ahead.

Contributors include Douglas Booth, Mike Cronin, Martin Johnes, Matthew Klugman, Geoffery Z. Kohe, Tara Magdalinski, Fiona McLachlan, Bob Nicholson, Rebecca Olive, Gary Osmond, Murray G. Phillips, Stephen Robertson, Synthia Sydnor, Holly Thorpe, and Wayne Wilson.

This anthology collects the ten winners of the 2012 Best American Newspaper Narrative Writing Contest at the Mayborn Literary Nonfiction Conference, which is hosted by the Frank W. Mayborn Graduate Institute of Journalism at the University of North Texas. The contest honors exemplary narrative work and encourages narrative nonfiction storytelling at newspapers across the United States. First place winner: Eli Saslow, "Life of a Salesman," published by the Washington Post, is about a Manassas, Va., swimming pool salesman experiencing the unraveling of his decades-long success story. Second place: Kelley Benham, "Never Let Go," published by the Tampa Bay Times, is her personal account of the months following the birth of her premature daughter. Third place: Anne

Hull, "Breaking Free," published by the Washington Post, traces a teenage girl's climb out of poverty as she prepares for college. Runner-ups include: John Branch, "The Day a Mountain Moved" (New York Times); Dan Barry, "Donna's Diner: In the Hard Fall of a Favorite Son, a Reminder of a City's Scars" (New York Times); Rosalind Bentley, "The Nation's Poet" (Atlanta Journal-Constitution); Mark Johnson, "I Boy" (Milwaukee Journal Sentinel); Monica Rhor, "Homelessness" (Houston Chronicle); Louis Hansen, "The Girl Who Took Down the Gang" (Virginian-Pilot); and Martin Kuz, "Soldiers Recount 60-Second Attack That Left Them Reflecting on Life and Death" (Stars and Stripes).

Licensing Update 2012 is the definitive one-volume handbook covering the year's most significant cases and developments in licensing. It identifies critical trends that licensing professionals and practitioners must understand thoroughly in this rapidly evolving area. Up-to-date, incisive, analytical, and essential, this valuable manual helps you keep up with the explosive pace of licensing with guidance from licensing experts in their area of specialty. You'll find in-depth insights and valuable analysis on recent developments and

important trends of licensing issues from leading practitioners who are experts in their field. Licensing Update 2012 is organized as a handy "quick reference" to help you save time in structuring stronger agreements to protect your licensing interest. You'll get extensive coverage of developments in audit and accounting practices, tax considerations, antitrust concerns and many of the bottom-line issues that you need to address to ensure day-to-day profitability of your license agreements .

The book contains the proceedings of the Seventh International Congress on Science and Skiing, which was held at St. Christoph am Arlberg, Tyrol, Austria, in December 2016. The conference was organized and hosted by the Department of Sport Science at the University of Salzburg, Austria. This book offers a broad interdisciplinary spectrum of current high quality research in Alpine and Nordic skiing and in snowboarding. Four keynote speakers and ninety-seven oral presenters have been invited to submit a paper for this volume. The entire scope of relevant topics in skiing is covered by these presentations. In order to maintain a high scientific standard required of this book, a peer review

process was utilized in the selection of the papers. In the proceedings of this congress, the keynotes as well as the oral presentations are published. The manuscripts were subject to peer review and editorial judgment prior to acceptance.

**Wild Snow**

**The Art of Fear**

**Mastering Snowboarding**

**A History of Catskiing and Snowboarding at Island Lake Lodge**

**Train Your Mind to Bounce Back Stronger from Sports Injuries**

**How Algorithms Took Over Our Markets, Our Jobs, and the World**

**30 Warm Knits for Conquering the Cold**

*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.*

*Returning for its second year but reimaged in a new impulse format, with a new title, new cover, new mission, and new sensibility, here is **The Socialite Who Killed a Nazi with Her Bare Hands**, a pithier, quirrier collection of the 164 best page-turning obituaries from *The New York Times*. Written by top journalists, each story is a gem of a bio, a full life in miniature. There's the famous: Steve Jobs, including the story of how he was reunited with a sister he never knew, the novelist Mona Simpson. And the almost famous: Ruth Stone, a poet who worked in relative obscurity until she won the National Book Award at the age of 87. The behind-the-scenes, like Arch West, inventor of the Dorito, who pulled America's snacks out of the 1950s doldrums and created a*

*\$5-billion-a-year product, and the out-there, like self-styled anarchist and maverick artist (and real estate mogul and museum director) Bob Cassilly, who died at the controls of his bulldozer while building “Cementland” in St. Louis. And because of the chronological organization of the book, the stories, one next to the other, make for an addictive-as-salted-peanuts book: Mark O. Hatfield, the celebrated antiwar Republican senator from Oregon, next to Nancy Wake of the title, the impoverished New Zealander who grew up to become a high-society hostess and heroine of the French Resistance—the socialite who did, indeed, kill a Nazi with her bare hands.*

*Audisee® eBooks with Audio combine professional narration and sentence highlighting for an engaging read aloud experience! Did you know that ski superpipe athletes launch themselves as high as possible to perform incredible midair tricks? They race up superpipe walls and soar through the air while fans cheer. They perform tricks such as double flips and 1080 spins. The best superpipe skiers earn prizes at competitions all over the world. Enter the Extreme Winter Sports Zone to learn about the history, gear, moves, competitions, and top athletes connected to ski superpipe. You'll discover:*

- How superpipe skiers learned some of their tricks from snowboarders.*
- How some ski superpipe athletes modify their equipment to go faster and higher.*
- Where the toughest ski superpipe competitions in the world are held.*
- How to stay safe while flying above an icy superpipe. Are you into sports? Then get in the zone!*

*Writer and adventurer Leslie Anthony has spent his life on two planks, racing down hills, searching for the next perfect ride. His real baptism, however, began in the early nineties when Alaska emerged as the ski world's Next Big Thing. Steep faces and vast tracks of powder snow, were captured on film and beamed to audiences around the world. The result was a freeskiing revolution. With insight and humor, *White Planet*, traces an arc through the new ski culture, in a rock ‘n’ roll adventure that*

*follows a diaspora to far-flung corners of the globe. Along the way, Anthony introduces many of the daredevils, visionaries and entrepreneurs who are bringing the sport to such unexpected places as Mexico, China, Lebanon and India.*

*The Professionalization of Action Sports*

*Maine Mountain Guide*

*Focus On: 100 Most Popular English Emigrants to the United States*

*Bears Above the Valley*

*Feminist Collections*

*A Historical Guide to North American Ski Mountaineering*

*White Heat*

There is an old joke among skiers, usually put to other fans of the sport as a question: what's better, sex or skiing? The answer is a given, but the hesitation in answering, that moment of serious consideration, is cause for humour. Extreme skiers get it. They know skiing isn't just a sport; it's a lifestyle, one inextricably bound up in the notion of adventure. This book is all about that adventure, that call to some of the world's best known, and unknown, slopes. About downhill racing, and the sophisticated, international club of competitors and the upstarts who on occasion beat them. Throughout this book are skiing's stars, such as Bode Miller, Stein Erickson and Jean-Claude Killy. This is a book about riding on the edge of danger and surviving it, about the thrill and focus of competition, and the thrill of rescue. It is a book of people; some quirky, some delightful, some strange, some just plain crazy, but all of them drawn to White Heat, the extreme skiing life.

"It's that adrenaline rush, I think, that comes with extreme sports. For me it's all about the passion of sport and the goodwill that sport creates." -Robby Naish, windsurfer

and kitesurfer From the rush of skateboarding to some of the most ultimate extreme sports like base jumping and ice climbing-there's so much to know about the world of extreme sports. The Olympics and the X-Games have opened our eyes to so much, but there's still so much to see. Do you want to learn more about aggressive inline skating? Do you want to read up on how to protect yourself next time you go sandboarding? If you feel the rush of adrenaline every time you think about riding that big wave, or taking that half-pipe by storm-this book is definitely for you!

The Routledge Handbook of Youth Sport is a comprehensive survey of the latest research into young people's involvement in sport. Drawing on a wide diversity of disciplines, including sociology, psychology, policy studies, coaching, physical education and physiology, the book examines the importance of sport during a key transitional period of our lives, from the later teenage years into the early twenties, and therefore helps us develop a better understanding of the social construction of young people's lives. The book covers youth sport in all its forms, from competitive game-contests and conventional sport to recreational activities, exercise and lifestyle sport and at all levels, from elite competition to leisure time activities and school physical education. It explores youth sport across the world, in developing and developed countries, and touches on some of the most significant themes and issues in contemporary sport studies, including physical activity and health, lifelong participation, talent identification and development, and safeguarding and abuse. No other book brings together in one place such a

breadth and depth of material on youth sport or the engagement of young people in physical activity. The Routledge Handbook of Youth Sport is therefore important reading for all advanced students, researchers, practitioners and policy-makers with an interest in youth sport, youth culture, sport studies or physical education. 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 *Shoppportunity! How to Be a Retail Revolutionary*, which was on the Oprah Selects list of *O* magazine in 2006 and was also a recommended selection in 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.

Chicken Soup for the Sports Fan's Soul

A Mad Dash through Modern Global Ski Culture

Ulrich's International Periodicals Directory

Rebound

Data Visualization

Transnational Mobilities in Action Sport Cultures

Change the Game

A sumptuous collection of red knitted projects, compiled to raise awareness about heart disease, includes donated contributions by such leading designers as Nicky Epstein, Debbie Bliss and Ysolda Teague and is complemented by survivor stories and heart-healthy tips.

The rousing story of the last gasp of human agency and how today's best and brightest minds are endeavoring to put an end to it. It used to be that to diagnose an illness, interpret legal documents, analyze foreign policy, or write a newspaper article you needed a human being with specific skills—and maybe an advanced degree or two. These days, high-level tasks are increasingly being handled by algorithms that can do precise work not only with speed but also with nuance. These “bots” started

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with human programming and logic, but now their reach extends beyond what their creators ever expected. In this fascinating, frightening book, Christopher Steiner tells the story of how algorithms took over—and shows why the “bot revolution” is about to spill into every aspect of our lives, often silently, without our knowledge. The May 2010 “Flash Crash” exposed Wall Street’s reliance on trading bots to the tune of a 998-point market drop and \$1 trillion in vanished market value. But that was just the beginning. In *Automate This*, we meet bots that are driving cars, penning haiku, and writing music mistaken for Bach’s. They listen in on our customer service calls and figure out what Iran would do in the event of a nuclear standoff. There are algorithms that can pick out the most cohesive crew of astronauts for a space mission or identify the next Jeremy Lin. Some can even ingest statistics from baseball games and spit out pitch-perfect sports journalism indistinguishable from that produced by humans. The interaction of man and machine can make our lives easier. But

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what will the world look like when algorithms control our hospitals, our roads, our culture, and our national security? What happens to businesses when we automate judgment and eliminate human instinct? And what role will be left for doctors, lawyers, writers, truck drivers, and many others? Who knows—maybe there's a bot learning to do your job this minute.

"Compelling...Bounous is passionate about mountains, and it shows." —BACKCOUNTRY MAGAZINE "In this affecting environmental meditation, debut author and activist Bounous muses on the threat climate change poses to the winter season, placing an issue with planet-wide ramifications into a personal context...readers interested in an intimate take on climate change will find a thoughtful book that effectively makes the global personal." —PUBLISHERS WEEKLY "A love letter and an elegy to a time when innocence could exist before the era of climate change...written with a muscularity of experience by a woman whose character was formed on the ski slopes in the Wasatch Mountains of Utah. Ayja Bounous is an emerging

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writer of conscience. She has a beautiful voice on the page and in place, this place 'shaped by snow.'" —TERRY TEMPEST WILLIAMS, author of *The Hour of Land* "Those who love winter will love this book. But as we steadily erase the season that sets us free from friction, *Shaped by Snow* will appeal to anyone who has ever looked up and thrilled at the first flakes fat in the autumn sky." —BILL MCKIBBEN, author of *The End of Nature* "The best people grow in open air, Walt Whitman told us, eat and sleep with the earth. Ayja Bounous is that person: raised on snow, seasoned on rivers, bound by conscience, called to action. This Utah oracle reminds us what's at stake, what we are fighting for." —MARK SUNDEEN, author of *The Unsettlers* "In this poignant and engaging love letter to snow, Ayja Bounous beautifully interlaces science, family history, and her anxiety around climate change. This book bears witness to the changing nature of Utah and the Wasatch Front, and is a call to all of us to pay more attention, to choose our actions with thought, and to live with love."

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and the future of life itself." –BOBBI LYNN SMITH, *Between the Covers* Bookstore "In 2019 young people take climate personally, and Ayja Bounous's Utah snow is personal terrain with a public dimension. Bounous mixes memory and desire to carve a bold line through the anthropocene slopes that surround her." –JEFFREY MCCARTHY, Director of the Environmental Humanities Graduate Program, University of Utah Skier and debut author Ayja Bounous explores threats to the winters and watershed in the face of climate change and the far-reaching impacts of a diminishing snowpack on the American West—not only from ecological and economic perspectives, but also in regard to emotional and psychological health, as she realizes how deeply her personal relationships are tied to the snow-covered mountains of Utah's Wasatch range.

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A Practical Introduction

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