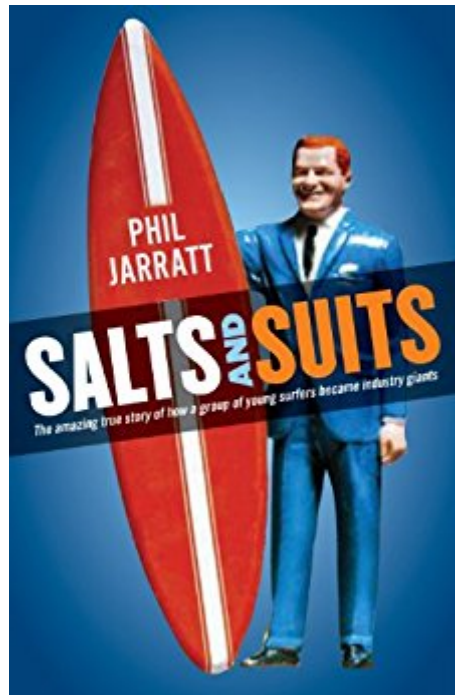


The book was found

# 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

File Size: 1615 KB

Print Length: 304 pages

Publisher: Hardie Grant Grp (April 1, 2010)

Publication Date: April 1, 2010

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B004GEB98I

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #132,612 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #47

inÃ Â Books > Sports & Outdoors > Outdoor Recreation > Surfing #301 inÃ Â Books > Business & Money > Industries > Sports & Entertainment #439 inÃ Â Books > Sports & Outdoors > Water Sports

## 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.

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

Salts and Suits Psoriasis - Treatment with Homeopathy, Schuessler salts (homeopathic cell salts) and Acupressure: A homeopathic, naturopathic and biochemical guide Amazing Things About Dead Sea Salts: Benefits of Dead Sea Bath Salts For Psoriasis, Eczema, Relaxation Muscle Soreness Detoxification etc The Little Black Dress and Zoot Suits: Depression and Wartime Fashions from the 1930s to the 1950s (Dressing a Nation: The History of U.S. Fashion) Futuristic Violence and Fancy Suits God Save the Fan: How Steroid Hypocrites, Soul-Sucking Suits, and a Worldwide Leader Not Named Bush Have Taken the Fun Out of Sports Futuristic Violence and Fancy Suits: A Novel Suits Me: The Double Life of Billy Tipton Fruits in Suits Snakes in Suits: When Psychopaths Go to Work Officers in Flight Suits: The Story of American Air Force Fighter Pilots in the Korean War From Coveralls to Zoot Suits: The Lives of Mexican American Women on the World War II Home Front Sweaty Suits of Armor: Could You Survive Being a Knight? (Ye Yucky Middle Ages (Paperback)) Goblins Wear Suits: A Chicago Urban Fantasy Comedy (The Magical Beings' Rehabilitation Center Book 2) The Bath and Body Book: DIY Bath Bombs, Bath Salts, Body Butter and Body Scrubs Homemade Organic Bath and Shower Products: DIY All-Natural Bath Salts, Bath Milks, Bath Bombs, Shower Gels, Bubble Baths, Bath Teas, Body Scrubs, Body Cleansers and Suds The

Cannabis Spa at Home: How to Make Marijuana-Infused Lotions, Massage Oils, Ointments, Bath Salts, Spa Nosh, and More The Zodiac and the Salts of Salvation: Two Parts The Intelligence of the Cell Salts That Build the Human Body and the Plant Homemade Bath Bombs, Salts and Scrubs: 300 Natural Recipes for Luxurious Soaks

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)