

The mountain and the wave : the Quiksilver story / by Phil Jarratt

Description

The number one board sports company in the world is now also the number one outdoor company. Quiksilver has almost doubled in sized since joining the billion dollar club in 2004, and yet it still has the rootsy feeling of the company it was when it started more than 30 years ago, just a couple of surfers selling boardshorts out the back of their truck... This is the complete, inside-out story, told for the first time, of the company that has defined an industry and the culture that owes its very existence to the two greatest natural playgrounds on Earth...the mountain and the wave.