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# (Sick): A Cultural History Of Snowboarding



## Synopsis

Susanna Howe traces the development of snowboarding from its roots beginning with those snow-revolutionaries that got the sport off the ground, right through the very best in the world today. It is the skill and expertise of those around the world who are the finest in the sport that got snowboarding its proper recognition and respect necessary for its inclusion as a full medal sport in Nagano. Ms. Howe also examines the fashion trends the sport has created, along with the various styles of snowboarding necessary, depending on the geographical location you're in throughout the U.S. This is the ideal, most complete examination of this sport for those already participating, those getting ready to take the plunge, and for those who are curious now and will be hooked once they see snowboarding at the Winter Olympics Games.

## Book Information

Paperback: 176 pages

Publisher: St. Martin's Griffin; 1st edition (January 15, 1998)

Language: English

ISBN-10: 0312170262

ISBN-13: 978-0312170264

Product Dimensions: 7.6 x 0.4 x 9.1 inches

Shipping Weight: 1 pounds

Average Customer Review: 3.9 out of 5 stars 7 customer reviews

Best Sellers Rank: #2,215,584 in Books (See Top 100 in Books) #68 in [Books > Sports & Outdoors > Outdoor Recreation > Snowboarding](#) #1991 in [Books > Sports & Outdoors > Winter Sports](#)

## Customer Reviews

"Snowboarding," writes Susanna Howe, "has burst into our lives and become a vessel of meaning." Hyperbole? Sure, but as sports go, snowboarding is hyperbole. Showy, daring, dramatic, and hip, it's pure hotdog; Sick covers all of it. Mixing healthy doses of snowboarding's colorful history, fashions, techniques, competitions, and competitors, Sick whizzes by fast and rebellious--like the sport itself.

"Snowboarding has suffered through an army of lame-ass, out-of-touch journalists. Luckily for us, Susanna Howe is not one of them. She is a great writer. More important, she is a snowboarder."--Lee Crane, Editor, Snowboarding Online  
Sick is just that. It both shatters and

enhances the myths about snowboarding, its combative rise to glory, and its eventual appropriation by the mainstream. Sick is must-reading for anyone who wants to know how a simple sport helped shape pop culture."--Joe Donnelly, Executive Editor, Stick Magazine

"Proof positive that snowboarding is more than a sport and has an engaging, dynamic story that everyone should hear. It's all here, recounted in 'siiiick' detail."--Billy Miller, Senior Editor, Transworld Snowboarding

"Susanna Howe has done an amazing job of sifting through a multitude of myths, trends, and agendas to compile the most complete account yet of snowboarding's short but fascinating history. Anyone who wants to have a clue as to what snowboarding is really about should read Sick. The photos-- especially those from the sport's early days-- are phenomenal."--Dana White, Former Editor, Snowboard Life, Articles Editor, Condé Nast Sports for Women

"From early wooden toys to the Olympics, Susanna Howe has written a comprehensive history of snowboarding and its independent culture. Well-researched and written in a personal voice, Sick is an examination of a lifestyle that anyone with a yen for freedom will understand."--Jeff Galbraith, Senior Editor, Snowboarder Magazine

"After twenty years of living in the middle of this sport, it's cool to see the whole thing laid out in a book. Susanna took the time to cover every angle and, more important, to understand the engine behind this industry: riding."--Jake Burton, Founder and President, Burton Snowboards

This book was the ideal to read just before the 1998 Winter Olympics. I enjoyed learning about the evolution of surfing on water to skateboarding the streets, and now riding the mountains. As one who does both skateboarding and snowboarding, I can see the great similarities between the two sports. Photos that you cannot see in any of the new magazines were shown throughout the book. You got to see the first primitive boards, old school styles, and the modern ones in use. The author does not neglect mentioning the freedom and spirit of snowboarding.

For anyone who started snowboarding after 1993 this book is a must read. No way..this is a must read for all snowboarders. I grew up in New England snowboarding on Burton Backcountry boards in my back yard. This books goes back and tells the stories of what snowboarding was all about. Back when you went riding for the fun of it...not to look cool. This book rocks and Susanna did a great job. Loved reading about the good old Jake Burton, Brushie, Roach, and Kelly days.. Man I miss those guys. Grab this book and head to the backcountry..

This book to many may have seemed lame and false, when in fact was practically written by

pioneers such as Burton, Sims, Morrow, and Kemper founders. If you were born after 86 you would get the book, if u were born before its a great, not a must, a great read. I loved it because of how much of a taboo it was, it was a current day mystery that wasn't respected at first, and needed brave people to design the board from a ski with a rope, much more than that, but great read.

I enjoyed some of this book however, some of the information presented in this book as factual, in fact was not. Also her historical section was devoid of reference to many of the true pioneers of the sport. As entertainment it is ok as a giuide to snowboarding and it's cultural history, it falls far short. It's as if it was written by someone who really doesn't know much about snowboarding and just asked people for their opinions, taking them at face value.

I bought this book for a research project and it was extremely useful and informative and very interesting. I'd recommend it to anyone, but especially snowboarders(a must read). It's always good to know the history of your sport.

Fake, pretentious, and totally dumb if you know anything about snowboarding. If snowboarders were like bands, this writer would be the cheesy a&r rep trying to be cool while making money off the peeps.

Awesome book. Every snowboardfan should read this. Nice storyline, great pics and beautifull quotes from snowboarding's legends.

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