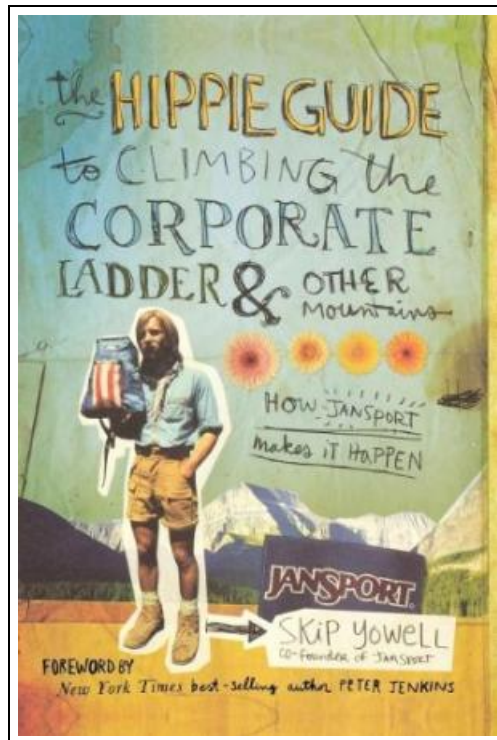


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Thomas Nelson Publishers, United States, 2009. Paperback. Condition: New. Language: English . Brand New Book. From small-town Kansas boy to adventure-junkie extraordinaire to respected mountaineer, this funky and funny read traces Skip Yowell's (Co-Founder of JanSport) unorthodox journey to the top of the outdoor industry. Full of offbeat details and photos from Skip's adventures around the world, he lets it all hang out as he offers you a rare behind-the-scenes look at the three hippies who built a successful company during the Summer of Love . . . how their good vibrations continue to change an entire industry . . . and why breaking the rules and taking good care of their customers keeps JanSport at the top of their game. No question, Skip's story will take you higher. He'll show you the ropes for whatever mountain you face. Whether he's drinking Commie beer in Ohio or slurping yak butter tea in China, this book will get under your skin and into your heart. And who knows, his story might just kick-start your dreams. So go ahead. Get the book (and another for your friend). Find a chair or couch or park or plane. Get comfortable. Be inspired. Then go climb your own mountain. Skip's account of the founding of JanSport wreaks of honesty, humor, and enough anecdotes to stir a memory in almost anyone who has spent time outside. His tale takes you from a small room above a transmission shop to a global enterprise and packs enough adventures to keep the fire stoked and the beer on ice for hours. ?Larry Burke, Editor-in-Chief, Outside Magazine This amazing book chronicles the life of Skip Yowell, a man who climbed the corporate ladder not in a suit and tie, but in hiking boots and...



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