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# Mountain Bike Magazine Buyers Guide 2010

Identifies specific print and  
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advertising for trade, business, labor, and professionals.

Arrangement is geographic with a thumbnail description of each local market. Indexes are classified (by format and subject matter) and alphabetical (by name and keyword).

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Tells how to select the right bike, offers advice on safe riding, and discusses tours, racing, and workouts.

Describes equipment and techniques for beginners and experts

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everything for the mountain bike enthusiast, from the best mountain bike and equipment reviews to a trail database with the recommended MTB trails.

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## [Lifestyle Sport in the Twenty-First Century](#)

Organizes market cycles into three categories and offers strategies for taking advantage of consumer needs as they peak in each cycle

Vol. for 1947 includes "A list of

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clandestine periodicals of World War II, by Adrienne Florence Muzzy."

Triathlons, such as the famously arduous Ironman Triathlon, and [extreme] mountain biking [hair-raising events held over exceedingly

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dangerous terrain are prime examples of the new lifestyle sports that have grown in recent years from oddball pursuits, practiced by a handful of characters, into multi-million-dollar industries.

In Why Would Anyone Do That?



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sociologist Stephen C. Poulson offers a fascinating exploration of these new and physically demanding sports, shedding light on why some people find them so compelling. Drawing on interviews with lifestyle sport competitors, on his own

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experience as a participant, on advertising for lifestyle sport equipment, and on editorial content of adventure sport magazines, Poulson addresses a wide range of issues. He notes that these sports are often described as "authentic"

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challenges which help keep athletes sane given the demands they confront in their day-to-day lives. But is it really beneficial to "work" so hard at "play"? Is the discipline required to do these sports really an expression of freedom, or do these

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sports actually impose extraordinary degrees of conformity upon these athletes? Why Would Anyone Do That? grapples with these questions, and more generally with whether lifestyle sport should always be considered "good" for people.

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Poulson also looks at what happens when a sport becomes a commodity—even a sport that may have begun as a reaction against corporate and professional sport—arguing that commodification inevitably plays a role in

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determining who plays, and also how and why the sport is played. It can even help provide the meaning that athletes assign to their participation in the sport. Finally, the book explores the intersections of race, class, and gender with

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respect to participation in lifestyle and endurance sports, noting in particular that there is a near complete absence of people of color in most of these contests. In addition, Poulson examines how concepts of masculinity in triathlons

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have changed as women's roles in this sport increase.

162-page eBook in Adobe PDF format, describes step-by-step process of choosing subjects, finding sales people, creating text, using computer for layout, preparing



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time, and websites and phone  
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Tells how to select an all-terrain bike, discusses useful clothing and equipment, and offers advice

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on practicing off-road riding skills  
Product proliferation has become a common phenomenon. Most companies now offer hundreds, if not thousands, of stock keeping units (SKUs) in order to compete in the market place. Companies



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with expanding product and service varieties face with problems of obtaining accurate demand forecasts, controlling production and inventory costs, and providing high quality and good delivery performance for the

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customers. Marketing managers often advocate widening product lines for increasing revenue and market share. However, the breadth of product line can also decrease the efficiency of manufacturing processes and

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distribution systems. Thus firms must weigh the benefits of product variety against its cost in order to determine the optimal level of product variety to offer to their customers. Academics and practitioners are interested in

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several fundamental questions about product variety. For instance, why do companies extend their product lines? Do consumers care about product variety? Will a brand with more variety enjoy higher market

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share? How should product variety be measured? How can a company exploit its product and process design to deliver a higher level of product variety quickly and cheaply? What should the level of product variety be and

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what should the price of each of the product variants be? What kind of 'challenges would a company face in offering a high level of product variety and how can these obstacles be overcome? The solutions to these

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questions span multiple functions and disciplines.

Alphabetically lists and describes Web sites on a variety of topics, including health, culture, business, travel, and education.

More riders than ever are heading

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to the country on their mountain bikes. It's a sport that has exploded over the last twenty years, as people of all ages and walks of life are drawn to the thrill of the ride. Written by rider, racer and trainer Clive Forth, The



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Mountain Bike Skills Manual is the best resource for anyone who wants to know more about the sport and develop their abilities. It covers all the major disciplines including dirt biking, trail riding, cross country, 4X, enduro and

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