



The World in the Curl: An Unconventional History of Surfing

Peter Westwick, Peter Neushul

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A definitive and highly readable history of surfing and the cultural, political, economic, and environmental consequences of its evolution from a sport of Hawaiian kings and queens to a billion-dollar worldwide industry

Despite its rebellious, outlaw reputation, or perhaps because of it, surfing occupies a central place in the American – and global – imagination, embodying the tension between romantic counterculture ideals and middle-class values, between an individualistic communion with nature and a growing commitment to commerce and technology. In examining the enduring widespread appeal of surfing in both myth and reality, *The World in the Curl* offers a fresh angle on the remarkable rise of the sport and its influence on modern life.

Drawing on Peter Westwick and Peter Neushul's expertise as historians of science and technology, the environment, and the Cold War, as well as decades of experience as surfers themselves, *The World in the Curl* brings alive the colorful history of surfing by drawing readers into the forces that fueled the sport's expansion: colonialism, the military-industrial complex, globalization, capitalism, environmental engineering, and race and gender roles. In an engaging and provocative narrative history – from the spread of surfing to the United States, to the development of surf culture, to the reintroduction of women into the sport, to big wave frontiers – the authors draw an indelible portrait of surfing and surfers as actors on the global stage.

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