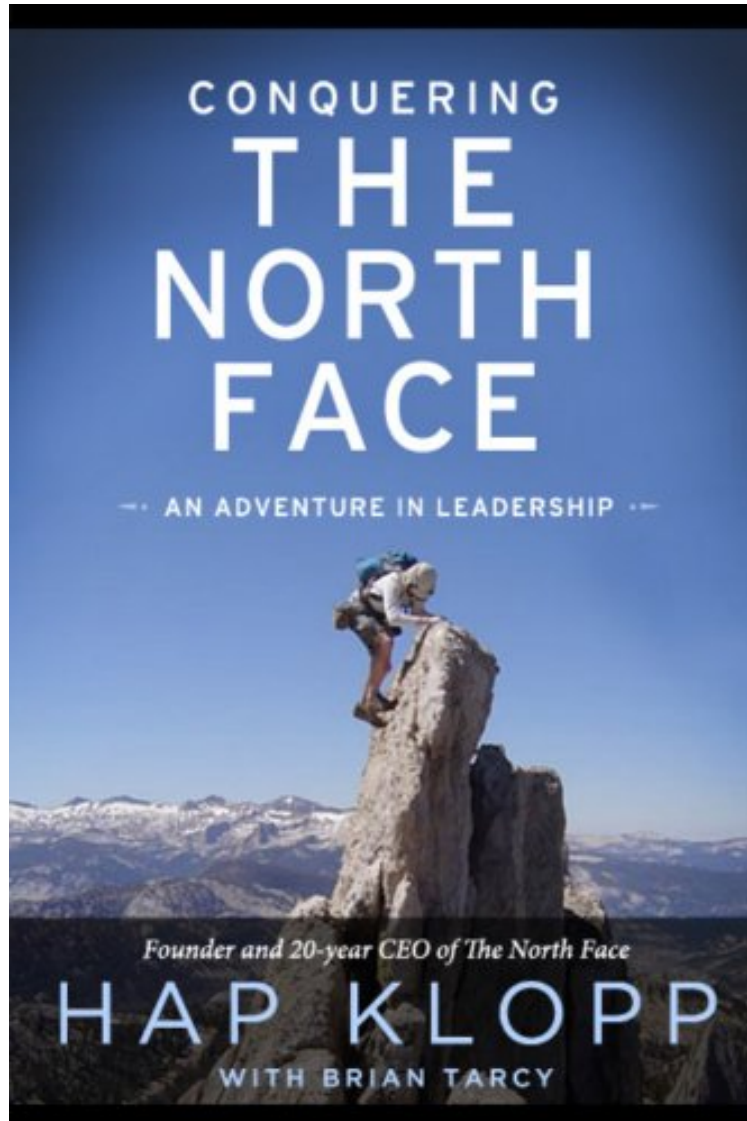


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Conquering The North Face: An Adventure In Leadership

Hap Klopp, Brian Tarcy

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Hap Klopp, Brian Tarcy : Conquering The North Face: An Adventure In Leadership before purchasing it in order to gauge whether or not it would be worth my time, and all praised Conquering The North Face: An Adventure In Leadership:

0 of 0 people found the following review helpful. Five Stars By Bob Lawrence Good book!! 2 of 2 people found the following review helpful. Tales of adventures in boardroom and in the wild By Paul Mastin I recently read about someone who is an executive at The North Face, and thought what an awesome job that must be, traveling and mountaineering and skiing and rafting and going on other adventures to sell your wares. So when I saw this book by Hap Klopp and Brian Tarcy, I decided to get a first-hand account of the man who started it all. The North Face has

long been known for making high-quality outdoor gear. Long before everybody and their mother had the ubiquitous TNF logo on their shoulders, they were outfitting world-class adventurers and bringing innovation to outdoor recreation. The man behind The North Face, Hap Klopp, does, in fact, have a really cool job! In *Conquering the North Face: An Adventure in Leadership*, Klopp intersperses stories of his own adventures, both the outdoor-in-the-mountains-and-on-the-rivers kind, and the in-the-boardroom-and-on-the-production-floor kind. Rejecting the rigidity and traditionalism of corporate structures, he built The North Face into a company that values creativity, culture, and relationships, while upholding the highest standards of value and integrity. The primary audience of *Conquering the North Face* is managers, company owners, and entrepreneurs, but there are lessons for the corporate cog like myself. I'm a little guy in a big company, but from my perspective low on the ladder, I appreciate viewing company life from the perspective of a guy at the top who values the contributions of everyone at every level. *Conquering the North Face*, which is an updating of Klopp and Tarcy's 1991 book *The Adventure of Leadership*, does sometimes feel a little dated, but for the most part the inspiring stories from Klopp's experiences, as well as those of many other leaders in business and adventure sports, will motivate you to step out and face the challenges of the mountain and the marketplace. Thanks to NetGalley and the publisher for the complimentary digital review copy! 1 of 1 people found the following review helpful. Knowledge from One Who Knows

By John Wythe
Disclaimer: The author is a personal friend and has been a friend since our college days at Stanford. I have been a witness to Hap's remarkable career, from The North Face onward. The fact that he has been, and still is, much in demand as a consultant to several clothing and high-tech companies in the U.S. and other countries is testimony to his knowledge and experience. As its founder and guiding presence for many years, Hap is personally responsible for The North Face's initial growth and success. His innovative customer- and employee-oriented business practices are described in the text and will benefit anyone starting or building a business today. There's a reason why business books (like cookbooks) are so popular: People learn useful lessons from them. This book contains many useful lessons.

"*Conquering the North Face: An Adventure in Leadership* is about a new kind of leadership in business and in life. Founder and 20-year CEO of The North Face, Klopp presents an irreverent and iconoclastic challenge to conventional ideas about leadership, and offers an invitation to create a wide-open, have-fun approach to business. Using stories and metaphors from his personal involvement in the world of adventure, Klopp explains not only how to lead but why you should. Designed to be read in no more than a single cross country airplane flight, this uplifting, refreshing book provides memorable tools and strategies for leaders everywhere to employ to conquer their own personal mountains, and to have fun while scaling the peak."