

Downhill Slide: Why the Corporate Ski Industry is Bad for Skiing, Ski Towns, and the Environment

By Hal Clifford

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In this impassioned expose, lifelong skier Hal Clifford reveals how publicly traded corporations gained control of America's most popular winter sport during the 1990s, and how their greed is gutting ski towns, the natural environment, and skiing itself.
Chronicling the collision between Wall Street's demand for unceasing revenue growth and the fragile natural and social environments of small mountain communities, Clifford shows how the modern ski industry promotes its product as environmentally friendly, while at the same time creating urban-style problems for mountain villages. He suggests an alternative to this bleak picture in the return-to-the-roots movement that is now beginning to find its voice in many American ski towns, and he relates stories of creative business people who are shifting control of the ski business back to the communities that host it.
Hard-hitting and carefully researched, *Downhill Slide* is indispensable reading for anyone who lives in, visits, or cares about what is happening to America's alpine communities.

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Editorial Review

Review
"[This] book should be mandatory reading."--*Los Angeles Times -- Review*

About the Author
Hal Clifford is the author of The Falling Season: Inside the Life and Death Drama of Aspen's Mountain Rescue Team, winner of the Colorado Council for the Arts Prize for Best Non-Fiction, and Highroad Guide to the Colorado Mountains. His work has appeared in the New York Times Magazine, Business Week, National Geographic Adventure, Outside, and Orion. A former editor of the Aspen Daily News and Ski Magazine, Clifford currently serves as Executive Director of Mountainfilm in Telluride, Colorado.

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