

# 50 Years of Perfect Surf: A Wild Ride Through the World of International Business, Surfers, and Endless Waves

In the world of surfing, there are few names as synonymous with the sport as Russell Hughes. As the founder of Perfect Surf International, Russell has spent the past 50 years living the dream, traveling the globe in search of the perfect wave, and building a thriving business around his passion for surfing.



## **The Rip Curl Story: 50 years of perfect surf, international business, wild characters and the search for the ultimate ride** by Tim Baker



4.2 out of 5

Language	: English
File size	: 14768 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 424 pages



In his new book, 50 Years of Perfect Surf, Russell shares his incredible story, taking readers on a wild ride through the world of international business, wild characters, and the relentless search for the perfect wave. From his early days as a young surfer growing up in Australia to his rise to the top of the international surf industry, Russell's story is one of adventure, perseverance, and following your dreams.

Along the way, Russell has met some of the most colorful characters in the surfing world, from legendary surfers like Kelly Slater and Mark Occhilupo to eccentric businessmen and passionate environmentalists. He has also witnessed the evolution of the surf industry firsthand, from the early days of wooden surfboards and wetsuits to the high-tech equipment and global surf tourism industry of today.

But at the heart of Russell's story is his unwavering passion for surfing. He has surfed some of the most iconic waves in the world, from the legendary Pipeline in Hawaii to the remote and pristine waves of the Maldives. He has also dedicated his life to protecting the environment and promoting sustainable surfing practices.

50 Years of Perfect Surf is more than just a memoir; it is a love letter to surfing and a celebration of the wild characters and incredible experiences that make the surfing world so unique. It is a book that will inspire surfers of all levels to follow their dreams and to never give up on the search for the perfect wave.

## **About the Author**

Russell Hughes is a surfing legend and the founder of Perfect Surf International, one of the world's leading surf companies. He has been surfing for over 50 years and has traveled the globe in search of the perfect wave. Russell is also a passionate environmentalist and is dedicated to promoting sustainable surfing practices.

## **Reviews**

"50 Years of Perfect Surf is a must-read for surfers of all levels. Russell Hughes' story is an inspiration, and his insights into the surf industry are

invaluable." - Kelly Slater, 11-time world surfing champion

"Russell Hughes is a true pioneer in the surfing world. His book is a fascinating look at the evolution of the surf industry and the colorful characters who have shaped it." - Mark Occhilupo, former world surfing champion

"50 Years of Perfect Surf is a love letter to surfing. Russell Hughes' passion for the sport shines through on every page." - Surfer Magazine

## Free Download Your Copy Today

50 Years of Perfect Surf is available now at all major bookstores and online retailers. Free Download your copy today and join Russell Hughes on his wild ride through the world of surfing.



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