



Growing The Snow Sports Industry

Written by Sergio Zyman and Rob Smith, this definitive tool for the snow sports industry serves as a detailed marketing analysis and strategy plan for breaking down the barriers to increase participation in snow sports. This report provides the industry with a framework of strategic planning, tactics and resources that each industry member can incorporate into their own existing marketing programs. A must read for every member. Available in CD-ROM format, contact Chris Semon at 703.506.4211 or chris@snowsports.org, with any questions.