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# Press Conferences Eurobike 2014

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**AMIR BREANNA**


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*In the City of Bikes*  
Springer

Cycling studies is a rapidly growing area of investigation across the social sciences, reflecting and engaged with rapid transformations of urban mobility and concerns for sustainability. This volume brings together a range of studies of cycling and cyclists, examining some of the diversity of practices and their representation. Its international contributors focus on cases studies in

the UK and the Netherlands, and on cycling subcultures that cross national boundaries. By considering cycling through the lens of culture it addresses issues of diversity and complexity, both past and present. The authors cross the boundaries of academia and professional engagement, linking theory and practice, to shed light on the very real processes of change that are reshaping our mobility.  
Climbs and Punishment  
Island Press

\*\*Shortlisted for Cycling Book of the Year at the Cross British Sports Book Awards 2015\*\* Cycling journalist Felix Lowe makes the leap from raconteur to rouleur, taking to the saddle for the first time to complete his very own grand tour of Europe. Lowe's light-hearted and entertaining travelogue charts his progress as he cycles 2,800 kilometres from Barcelona to Rome, crossing three countries and cycling over three mountain ranges, taking in some of cycling's most

fabled climbs. As he follows in the tracks of some of the world's greatest wheelmen, Lowe puts professional cycling's three major stage races - the Tour de France, Vuelta a España and Giro d'Italia - under the microscope, whilst capturing the potent mix of madness, humour and human spirit that make people identify with the sport so strongly. Powered by local delicacies and his trademark blend of self-deprecating humour and barbed wit, Lowe takes readers on an immersive

journey through the Catalonian countryside, over the Pyrenean foothills and the rolling plains of Languedoc, through the flowery fields of Provence, over winding Alpine passes, between the vineyards and olive groves of Piedmont, and down the Apennine backbone of Italy. His epic quest traces the footsteps of the celebrated Carthaginian general Hannibal, who led his own pachyderm peloton of 37 elephants over the Alps and all the way to the gates of Rome. As much

about the regions traversed as the cyclists who have left their sweat in the soil, Lowe's insightful account celebrates the sport, examines the psychology of both the crazed amateur and the pedalling pro, and delves into the awesome march of a military genius who almost brought the Roman Empire to its knees.

*Legends of the Tour* The Experiment, LLC  
Today, we're married to our cars. But life behind the wheel of an

automobile didn't come naturally to Americans. Crooked politicians, unscrupulous businessmen, burning streetcars, and convoluted tax shenanigans are a few of the players in this gripping tale of corruption, greed, and endless miles of asphalt. In Andy Singer's accessible, scandalous tale of motordom, comics, text, and historic photographs tell the story of the rise of the U.S. highway system and the corresponding demise of

rail and public transportation. He also explores how we can ditch the car and rebuild a functional transportation system that can bring wealth, happiness, and freedom.

**Why We Drive** Prestel Publishing  
Natural/Biofiber composites are emerging as a viable alternative to glass fiber composites, particularly in automotive, packaging, building, and consumer product industries, and becoming one of the fastest growing additives for

thermoplastics. Natural Fibers, Biopolymers, and Biocomposites provides a clear understanding of the present state

**Natural Fibers, Biopolymers, and Biocomposites**

BoD – Books on Demand  
Plastic bottles, cardboard boxes, aluminium cans... we all get through a lot of rubbish, but do you really know what happens after you put it in the bin? Are you even sure which bin it goes in? Recycling has never been more important – but it has also never been more

complicated. Where do you put bottle lids? Why can't black plastic be recycled? What do you do with labels? The Rubbish Book answers all these questions and many more, providing you with all the information you need to become a true recycling expert, so you can help protect the planet with confidence. Written by an award-winning sustainability expert, it includes an A-Z of household items and whether they can be recycled; an in-depth look at the collection and

sorting processes; a break-down of what the recycling symbols on our packaging actually mean; and an insight into the future of recycling and the new materials that will change the way we look at rubbish for ever.

Rough Stuff Cycling in the Alps Springer

The global fleet of powered two-wheelers (PTWs) is constantly increasing. In many countries, motorcycles, scooters and mopeds play a significant role in mobility, particularly in many of the world's large

cities. As such, PTWs are becoming an important component of the transport system.

**Trotsky in New York, 1917** CRC Press

'I am blown away by the level of detail Phil Cavell brings to his work.' - Elinor Barker MBE, multiple world champion and Olympic gold medallist 'The Midlife Cyclist is a triumph' - Cycling Plus 'An amazing accomplishment... a simple-to-understand précis of your midlife as a cyclist - you won't want to put it down.' - Phil Liggett,

TV cycling commentator 'Phil is eminently qualified to write *The Midlife Cyclist*. Well, he is certainly old enough.' – Fabian Cancellara, Tour de France rider and two-time Olympic champion  
 Renowned cycling biomechanics pioneer, Phil Cavell, explores the growing trend of middle-aged and older cyclists seeking to achieve high-level performance. Using contributions from leading coaches, ex-professionals and pro-team doctors, he produces the ultimate manifesto for mature

riders who want to stay healthy, avoid injury – and maximise their achievement levels. Time's arrow traditionally plots an incremental path into declining strength and speed for all of us. But we are different to every other generation of cyclists in human history. An ever-growing number of us are determined to scale the highest peaks of elite physical fitness into middle-age and beyond. Can the emerging medical and scientific research help us achieve the holy triumvirate of speed and

health with age? The *Midlife Cyclist* offers a gold standard road-map for the mature cyclist who aims to train, perform and even race at the highest possible level.

*Creating and Digitizing Language Corpora*  
 Routledge

As no two menopause journeys are identical, this highly practical and accessible nutrition and lifestyle guide enables women to build a bespoke menopause diet that specifically targets their symptoms, with the minimum of fuss and

effort. This practical nutrition and lifestyle guide provides women with the tools to build their own menopause diet which specifically targets the symptoms that are relevant to them. There are so many ways that nutrition can support a healthy and happy menopause, but a one-size-fits-all approach simply won't work. The reality is that there are many different menopausal symptoms and no two women have the same experience. Jackie explains how the

menopause and perimenopause can change your body and how your diet can make a tangible difference to the way that you feel, whether you're using HRT or not. Each symptom section provides a range of targeted nutritional solutions, practical lifestyle advice and simple recipe tips that you can incorporate into your daily routine. A highly experienced clinician, Jackie specialises in providing real-world guidance to busy women. This book is designed to

make the key information as easily accessible as possible and reflects her trademark practical style, which makes it the ideal one-stop solution for anyone juggling their menopause with the demands of a busy job and a hectic family life.

**Internationalization of Business** National Geographic Books

Cyclogeography is about the bicycle in the cultural imagination and also a portrait of London as seen from the saddle. In the great tradition of the psychogeographers, Jon

Day attempts to depart from the map and reclaim the streets of the city. Informed by several grinding years spent as a bicycle courier, he lifts the lid on the solitary life of the courier. Traveling the unmapped byways, shortcuts, and urban edgelands, couriers are the declining, invisible workforce of the city. The parcels they deliver keep things running. For those who survive the crushing toughness of the job, the bicycle can become what holds them together.

**Lanterne Rouge** Simon

and Schuster  
'It never gets easier, you just go faster.' Greg LeMond Being a three-time Tour de France winner is only half of the Greg LeMond story. Equally at home on the cobbles of the spring classics as he was on the mountains of the grand tours LeMond rode a full racing season from spring to autumn. His never-say-die spirit also bagged him two World Championship golds and a hatful of podiums at the world's toughest bike races. LeMond was a talented

all-rounder, with a reputation as one of the canniest and taciturn racers of his generation. He was admired by his peers and respected by many of his rivals. But things could have been very different, when in 1987 his story took a tragic turn: While out hunting, he was accidentally shot. He lost so much blood that his life hung in the balance, but his recovery was as miraculous as what happened next, when he came back to the world of bicycle racing. In LeMond:



Yellow Jersey Racer, which presents LeMond's career year by year, big wins are documented with unique and exclusive photography depicting the racing times of this exceptional bike rider. Many of the protagonists in LeMond's world - rivals, team mates and friends - have been interviewed. They speak candidly about his career, how their lives crossed and his legacy in the sport of cycling. Foreword by Greg LeMond.

**Cycle Chic** Gingko Press Editions

The headbadge has been affixed to finer bicycles for over a century. Made of steel, brass, copper aluminium and silver, and crafted using elaborate techniques such as die-pressing and acid etching, manufacturers transformed these badges into works of art. The badges, selected from the collection of American Jeff Corner, are given new life in this beautifully designed book by Phil Carter of Carter Wong design.

*Environmental Aspects of Transportation* Unbound

Publishing Froome, Wiggins, Mercks—we know the winners of the Tour de France, but Lanterne Rouge tells the forgotten, often inspirational and occasionally absurd stories of the last-placed rider. We learn of stage winners and former yellow jerseys who tasted life at the other end of the bunch; the breakaway leader who stopped for a bottle of wine and then took a wrong turn; the doper whose drug cocktail accidentally slowed him down and the rider who

was recognized as the most combative despite finishing at the back. Max Leonard flips the Tour de France on its head and examines what these stories tell us about ourselves, the 99% who don't win the trophy, and forces us to re-examine the meaning of success, failure and the very nature of sport.

Publishers, Distributors, & Wholesalers of the United States Cambridge University Press

One of Germany's leading architectural firms, schneider+schumacher

has created an impressive portfolio of buildings, as can be seen in this book, which gives an in-depth overview of their projects, including ones that have not been completed yet. One of Germany's leading architectural firms, schneider+schumacher has created an impressive portfolio of buildings, as can be seen in this book, which gives an in-depth overview of their projects, including ones that have not been completed yet. schneider+schumacher rose to international fame through the design of the

red "info box" at Potsdamer Platz in Berlin, for years the symbol of the reunified city. Since then the architects have executed numerous spectacular projects. Their buildings adapt well to their surroundings while retaining their own identity. This monograph includes texts, sketches and photographs, and covers recent projects such as the Silvertower and the new Städel Museum in Frankfurt am Main.

Bicycle! Random House  
It is widely recognized

that travel and tourism can have a high environmental impact and make a major contribution to climate change. It is therefore vital that ways to reduce these impacts are developed and implemented. 'Slow travel' provides such a concept, drawing on ideas from the 'slow food' movement with a concern for locality, ecology and quality of life. The aim of this book is to define slow travel and to discuss how some underlining values are likely to pervade new forms of sustainable

development. It also aims to provide insights into the travel experience; these are explored in several chapters which bring new knowledge about sustainable transport tourism from across the world. In order to do this the book explores the concept of slow travel and sets out its core ingredients, comparing it with related frameworks such as low-carbon tourism and sustainable tourism development. The authors explain slow travel as holiday travel where air

and car transport is rejected in favour of more environmentally benign forms of overland transport, which generally take much longer and become incorporated as part of the holiday experience. The book critically examines the key trends in tourism transport and recent climate change debates, setting out the main issues facing tourism planners. It reviews the potential for new consumption patterns, as well as current business models that facilitate

hyper-mobility. This provides a cutting edge critique of the 'upstream' drivers to unsustainable tourism. Finally, the authors illustrate their approach through a series of case studies from around the world, featuring travel by train, bus, cycling and walking. Examples are drawn from Europe, Asia, Australia and the Americas. Cases include the Eurostar train (as an alternative to air travel), walking in the Appalachian Trail (US), the Euro-Velo network of long-distance cycling

routes, canoe tours on the Gudena River in Denmark, sea kayaking in British Columbia (Canada) and the Oz Bus Europe to Australia.

The Midlife Cyclist  
Microcosm Publishing  
Pete Jordan, author of the wildly popular Dishwasher: One Man's Quest to Wash Dishes in All Fifty States, is back with a memoir that tells the story of his love affair with Amsterdam, the city of bikes, all the while unfolding an unknown history of the city's cycling, from the craze of

the 1890s, through the Nazi occupation, to the bike-centric culture adored by the world today. Pete never planned to stay long in Amsterdam, just a semester. But he quickly falls in love with the city and soon his wife, Amy Joy, joins him. Together they explore every inch of their new home on two wheels, their rides a respite from the struggles that come with starting a new life in a new country. Weaving together personal anecdotes and details of the role that cycling has

played throughout Dutch history, Pete Jordan's *In the City of Bikes: The Story of the Amsterdam Cyclist* is a poignant and entertaining read.

*Solar Radiation*

*Applications* Watkins

Media Limited

This book illustrates the various facets of internationalization in managerial practice, starting with a strategic outline of the many options firms have when formulating internationalization strategies. Designed as a textbook for Bachelor,

Master and MBA classrooms, the core of the book consists of six case studies on firms from diverse industries, such as sporting goods, aviation, grocery discount, motorcycle, computer and IT, and fast-food. The cases present a variety of ways of entering and operating in foreign markets, such as export, franchising, joint ventures, strategic alliances, greenfield-investments, acquisitions and mergers. In addition to market entry strategies, the cases

provide readers, educators and students with insights into target market strategies, timing strategies, allocation strategies and coordination strategies of well-known companies. [Autonorama](#) Bloomsbury Publishing  
The story of how Brompton, the iconic folding bicycle that you can take anywhere—and that can take you anywhere—grew from a small cult bike company to a multimillion-dollar business Lightweight, compact, distinctively

styled, and now, electric: The Brompton isn't the only folding bicycle—or even the first. But everyone who has been on one will enthusiastically testify to its marvelous design (virtually unchanged over decades) and the particular joy of riding it. Will Butler-Adams, CEO of Brompton Bicycles, has been at the company for twenty years. Initially, he worked as an engineer for Andrew Ritchie, the bike's brilliant inventor and the business's founder, before taking the helm in 2008.

Butler-Adams's heartfelt mission is to grow and promote sustainable urban transportation and to improve city-dwellers' lives everywhere. Under his leadership, Brompton has grown from making a few hundred bikes a year to over 90,000, with revenue of \$130 million. But progress hasn't always been easy: There have been boardroom struggles, supply-chain problems, and conflicts with founder Andrew Ritchie. In *The Brompton*, Butler-Adams brings to life what it means to grow

a company to global scale. He also tells the stories of the people who make the Brompton and the people who ride it. And he explains how customers all around the world fell in love with a brand that never set out to be a brand. [Augmented Reality, Virtual Reality, and Computer Graphics](#)  
Springer  
This book uses in-depth case studies to provide a structured analysis of open innovation practices in small and medium-sized enterprises.

*The Rubbish Book* Harper Collins

Two essential components of solar energy which are derivable from the sun-radiant light (passive solar power) and heat (active solar powers) have been harnessed for decades using a range of continuously-evolving and cutting-edge technologies. Such technologies include solar heating, solar photovoltaics, solar thermal energy, solar architecture and photo emitters. Recently, there has been active research

in solar energy resources due to improvements in solar panel geometry, photo-cell materials, glazing and panel orientation. Equally, more rigorous methods of modeling inter-reflections within curvilinear surfaces are now being evaluated for simplified analytical evaluations. Therefore, this book, *Solar Radiation Applications*, presents the outcomes of selective and classic works on the optimization of these essential fields in active solar energy research. *ITF Research Reports*

*Improving Safety for Motorcycle, Scooter and Moped Riders* Bloomsbury Publishing

Here is an alphabetically presented, richly illustrated guide to 88 of the most creative bicycle makers working today, includes established names such as Achille, Cielo Cycles and Corima and new kids on the block such as Art & Industry, Bondi Beach Cruisers and Foffa, as well as product designers (Torkel Dohmers, Marc Newson). Today's cyclists are seeking increasingly

custom-made bicycles as reflections of their

personalities whether a Danish-style cargo bike, a

recumbent, a cyclocross trainer or a randonneur.