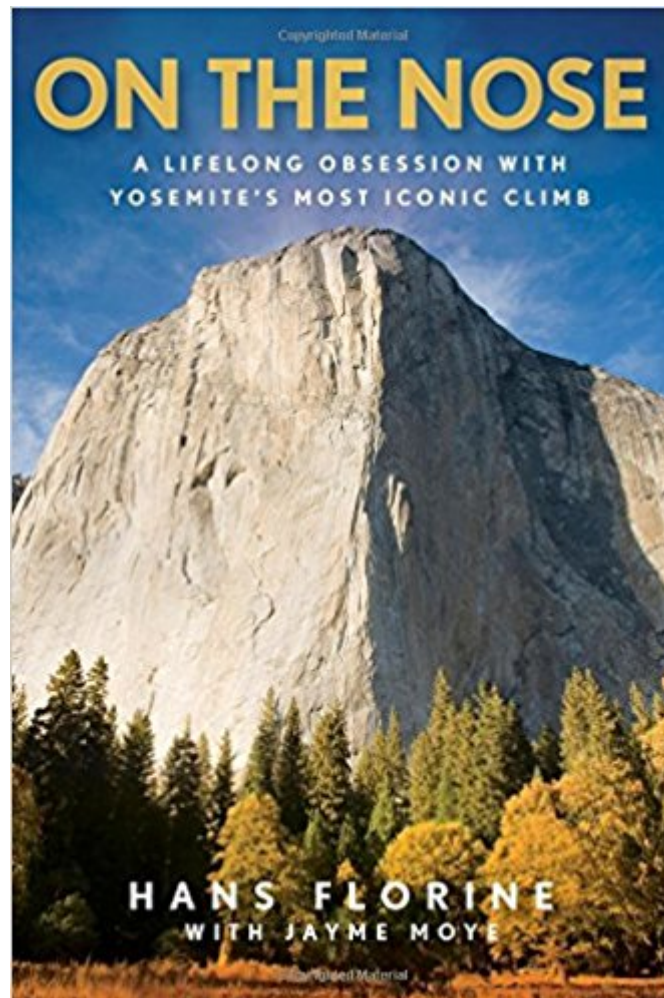




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# On The Nose: A Lifelong Obsession With Yosemite's Most Iconic Climb



## Synopsis

Hans Florine embodies the genius of "and" – collaborative and competitive, fast and safe, audacious and disciplined, visionary and quantitative. The themes that run through Florine's 101 ascents of Yosemite's most iconic route can benefit people who will never climb a rock, indeed anyone inspired by the idea of a passionate, lifelong quest of any type. – Jim Collins, author of *Good to Great*

Hans Florine is a big-wall climbing legend in his own time. He holds the speed record on the Nose route of El Capitan, a 3,000-foot granite cliff in Yosemite Valley that's considered the Everest of the rock-climbing world. Ascending the Nose takes most climbers anywhere from 12 to 96 hours. Florine, along with climbing partner Alex Honnold, does it in an astounding 2.5 hours. But Florine's story is not one of super-human athletic prowess; it's one of persistence and dogged determination. In 30 years of climbing, he's ascended the Nose a mind-blowing, death-defying 100 times, more than anyone else ever has, and most likely ever will. In *On the Nose*, Florine describes the most dangerous, pivotal, and inspirational of those climbs, providing a rare look inside the adrenaline-charged world of competitive climbing in Yosemite Valley. He tells of his very first attempt on the Nose, which ended in failure after 14 hours, his friendships (and rivalries) with climbing's most colorful personalities, and his battle with Dean Potter to secure the definitive speed record on the Nose – an endeavor that's been called the wildest competition known to man. Perhaps most interestingly, Florine attempts to answer the question why. Why would anyone undertake one of the greatest adventure epics on earth 100 times? His answers provide unique insights on how to live a satisfying life, how to achieve big goals, and how an otherwise ordinary guy can become a rock star.

## Book Information

Hardcover: 240 pages

Publisher: Falcon Guides (September 1, 2016)

Language: English

ISBN-10: 1493024981

ISBN-13: 978-1493024988

Product Dimensions: 6.3 x 0.8 x 9.2 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars 56 customer reviews

Best Sellers Rank: #383,252 in Books (See Top 100 in Books) #32 in Books > Travel > United

States > California > Yosemite #70 in [Books > Science & Math > Nature & Ecology > Mountains](#) #432 in [Books > Sports & Outdoors > Mountaineering > Mountain Climbing](#)

## Customer Reviews

Hans Florine embodies the genius of "and" – collaborative and competitive, fast and safe, audacious and disciplined, visionary and quantitative. The themes that run through Florine's 101 ascents of Yosemite's most iconic route can benefit people who will never climb a rock, indeed anyone inspired by the idea of a passionate, lifelong quest of any type. (Jim Collins, author of Good to Great)

In addition to his climbing accolades, Hans Florine is the coauthor of *Speed Climbing*, and has contributed to three other books, as well as written articles for *Rock and Ice* and *Climbing*. Hans served as executive director of the American Sport Climbers Federation from 1992 to 1996, and is currently an Ambassador for The Access Fund, as well as manager and shareholder at Touchstone Climbing & Fitness, the largest climbing gym chain in the country. He lives in the San Francisco Bay Area, and maintains strong relationships, fundraising and otherwise, with Yosemite Conservancy, Outward Bound, The Access Fund, American Safe Climbing Association, American Alpine Club, Sierra Club, and Nature Bridge. He is also a professional motivational speaker, delivering keynotes at trade shows, conferences, and college auditoriums worldwide, from local rotary club meetings to Fortune 500 events. Jayme Moye is an award-winning freelance journalist based in Boulder, Colo., and the former managing editor of *Elevation Outdoors*. She's a regular contributor at National Geographic Adventure, Men's Journal, Travel + Leisure, and Fodor's Travel Intelligence. She also writes for National Geographic Traveler, New York, ESPN, Women's Adventure, Bicycling, and Runner's World. In 2014, Moye was named Travel Writer of the Year by the North American Travel Journalists Association.

A really engaging book, even if you know nothing about climbing. I got the book after meeting the author, Hans Florine, and read his book in a day. It explains many of the specifications of a climb without being overly technical (or boring) and draws the reader in to the complexities of becoming a world class climber. It's an awe inspiring treatise on what goes into a climb as massive as The Nose as well as an illuminating insight into what drives a person to continually challenge themselves to improve on what they've done. Highly recommend.

Hans is both a legend in the climbing community and a genuinely great guy who is always as excited about the goals and achievements of others as much as his own. I have done the NIAD 4 times myself--about a hundred less times than he has! Early one morning, he passed me and my partner on pitch 3, and gave us a very helpful little tip about a delicate, tricky sequence just above us. My first thought was: he really does have this entire 3000 foot cliff memorized! Having done this climb myself more than once, I have to say that I find it almost inconceivable that anyone has climbed this iconic and beautiful wall as many times as Hans Florine. I was excited to get this book and have found it absolutely gripping reading. Most adventure climbing is of interest only to practitioners of the activity depicted, but this wonderful book is almost like a novel in the way it develops a plot filled with engaging characters and fine detail. The main character is, of course, El Capitan, that stunning wall of flawless granite at the entrance to Yosemite Valley. The other main character is Hans--but this is a love story, not a tale of conflict. Hans and the wall are not enemies; they're more like very close friends. Climbers will love it, but non-climbers will also be thrilled by the great storytelling which strikes the perfect balance between clarifying technical terms for non-experts and not talking down to experienced climbers. From the very revealing narrative of Florine's first attempt on the Nose--which did not go at all as planned--to detailed accounts of his blistering speed records (he climbs the Nose faster than all but Olympians run the marathon!), the story will not let you put it down. Beautifully written, well-paced, and loaded with great anecdotes from his numerous ascents with many famous climbers, this is a must-read for anyone who loves adventure writing. El Capitan is the ultimate cliff in the world's most amazing valley, and the Nose, while not the hardest route on the wall, is perhaps the greatest climbing line in the world. And this book is as good as any I've read on climbing. (Photo: My left hand right before topping out on the Nose in a Day!)

I received this book and immediately started reading it. I found myself absorbed in the story pretty quickly and didn't want to put it down. The stories of Hans' early days and early ascents of the Nose were a great foundation for the later success he would have on the Nose. He appears to be quite obsessed with the Nose, but I have to think that's a pretty healthy obsession. I encourage anyone who has any interest in climbing, Yosemite and especially the Nose on El Capitan to pick this book up. I'm confident you'll love it.

We are a family of casual climbers. I read "On the Nose" to my husband and two of my kids in the car on the way to a climbing trip. We all had loads of belly laughs and thoroughly enjoyed the

stories. It is a quick, entertaining read. It also turned out to be hugely motivational. Mr. Florine's philosophy of competition and collaboration is inspiring. We all felt like we learned a lot from his approach to climbing - and life. For my husband, though, the book was a game-changer. My husband had a bad climbing fall 10+ years ago and has not truly enjoyed outdoor climbing since. However, last weekend, he felt differently. Mr. Florine mentions how he doesn't not feel fear - he manages the fear. That struck a chord for my husband. My husband also got a lot out of the descriptions of how Mr. Florine analyzes his climbs (like an industrial engineer, is how my husband put it.) Since we finished the book, we have all been discussing our personal goals and our individual ideals of "greatness." "On the Nose" is a thought-provoking, inspirational book. It is also just plain fun.

Full disclaimer: I'm grateful to be friends with Hans and to have climbed the Nose with him. However, that doesn't mean I can't leave an honest review of his newest book, On The Nose. But first I wanted to let others know that there are lots of people out there who TALK about a "win-win" attitude or "being a good sport". Hans lives it. He actually helps others to beat his records *because* simply because it motivates everyone to keep improving. I've never met a person with such a drive to inspire, encourage and help others succeed. Now, we all get to benefit from that drive whenever we pick up this book! It's truly an energizing journey filled with powerful lessons on personal leadership, effectiveness and ways to encourage ourselves and others to continuously improve. If I didn't think it was so good I wouldn't have purchased all these copies to give away to friends. Thanks for getting your wisdom and positive perspective into the written word, Mr. Florine! And thanks to Jayme Moye for making it so captivating and easy to read. Well done.

Welcome to the world of Big Wall climbing! Hans Florine has held multiple speed records on The Nose route on El Capitan, including the current record. On The Nose by Hans Florine and Jayme Moye attempts to explain how and why Hans has been able to make those records possible. In a saga that spans several decades, this book takes readers on a journey where tales of failure and inspiration will lead you to both laugh and cry. Equal parts touching, funny, and enlightening, this is a wonderfully fun read, with just enough explanation for the non-climber to appreciate. Enjoy being On The Nose with names of Yosemite legend; Lynn Hill, Alex Honnold, Yuji Hirayama, Shipooi, and the enigmatic, always wonderful, Hans Florine. Anyone who has ever had a dream to raise the bar will enjoy this story. Read On!

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