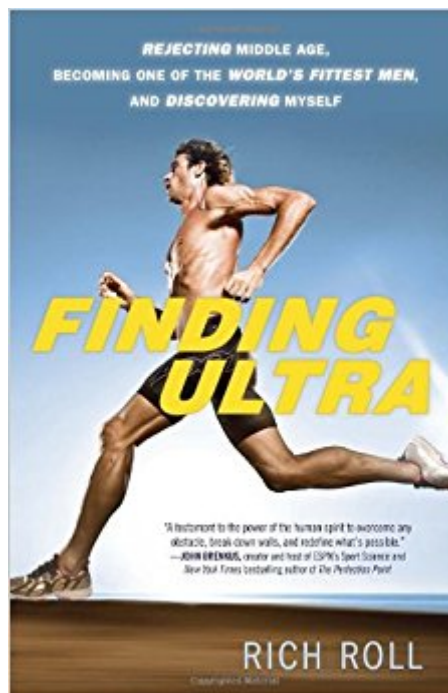




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# Finding Ultra: Rejecting Middle Age, Becoming One Of The World's Fittest Men, And Discovering Myself



## Synopsis

The incredible true story of the author's remarkable transformation, at the age of 40, from out-of-shape average Joe into one of the world's best endurance athletes. On the eve of his 40th birthday, Rich Roll was in bad shape. His days were filled with work, stress, and junk food, and his nights were spent on the couch, remote in hand. Taking out the trash was the closest he came to exercise, and, at 50 pounds overweight, a walk up the stairs left him winded. He decided it was time to make a change. After undergoing a diet detox, adopting a vegan lifestyle, and pushing his fitness regimen to undreamed-of heights, he was profiled by Men's Fitness as one of the world's 25 fittest men. Among Roll's many jaw-dropping athletic feats: he completed the unprecedented "Epic 5"--five back-to-back Ironman-distance triathlons on five different Hawaiian islands in under a week--an achievement many said was impossible. This is the story of that remarkable transformation, a complete physical and spiritual rejuvenation that proves that anyone can "find ultra" if they know how.

## Book Information

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## Customer Reviews

"Rich Roll's Finding Ultra is a testament to the power of the human spirit to overcome any obstacle, break down walls, and redefine what's possible." - John Brenkus, Creator and Host of ESPN's "Sport Science" and New York Times bestselling author of The Perfection Point  
"If you liked Born to Run, you'll love Finding Ultra|one of the best books about health and fitness that I've ever read."--Neal D. Barnard, MD, President, Physicians Committee for Responsible

Medicine. "Finding Ultra is the ultimate story of hope, perseverance and endurance against life's biggest challenges."--William Cope Moyers, New York Times bestselling author of *Broken: My Story of Addiction and Redemption* "Roll has accomplished amazing things, but it is his ability to draw inspiring and uniquely insightful lessons from his experiences that sets him apart from other extreme athletes. Finding Ultra is a fascinating read full of practical tips."--Dean Karnazes, nationally bestselling author of *Ultramarathon Man* "Finding Ultra is about a journey we all take as human beings, when we decide to pursue the impossible and live a life of mission. When I need to dig deeper, push harder, and find a little boost, Rich Roll is the guy who comes to mind. He is inspiration embodied."--Sanjay Gupta, M.D., Emmy Award-winning Chief Medical Correspondent for CNN and New York Times bestselling author of *Chasing Life and Cheating Death* "You walk away from reading this book knowing you have the total power to transform your life on every level. Roll is immensely likeable, a most compelling storyteller, and a true shaman of health and fitness!"--Kathy Freston, New York Times bestselling author of *Quantum Wellness and a Veganist* "This awesome piece of writing is one-part memoir, one-part how-to, and one part megadose of gut truth. It reminds us to wake up and live our best life. Prepare to be entertained, but most of all, prepare to be inspired."--Mel Stewart, 14-Time National Champion, former World Record Holder, and Winner of Two Olympic Gold Medals in swimming "I loved this. A rare book, unusual for its honesty and willingness to bare all, that really does deserve such superlatives as 'riveting' and 'compelling.' I was moved by watching Roll conquer his demons, and felt privileged to share in his eventual enlightenment. By laying it on the line, Roll absolutely wins us over."--Rip Esselstyn, New York Times bestselling author of *The Engine 2 Diet* "An incredibly inspirational book about achieving greatness at any age through self-belief and a positive attitude. Rich Roll is a true champion of life and sport."--Levi Leipheimer, Two-Time Stage Winner of the Tour de France and Olympic Time-Trial Bronze Medalist "Finding Ultra is an inspired first-person account of fast living and even faster swimming, biking and running that will leave you convinced of the power of your own will."--Brendan Brazier, bestselling author of *Thrive* "A tribute to the fortitude of the human spirit, and the power each of us has to grab hold of our life and achieve the unexpected. For anyone who feels stuck, Rich offers sage advice on everything from relationships to lifestyle to diet to spiritual well-being."--Dave Zabriskie, Five-Time National Time-Trial Champion in cycling "An inspiring story of a man whose life took a tragic turn but then

rebounded spectacularly. ã ã Down but not out, Rich Roll rose like a phoenix, taking the commitment to his own health to a new level and achieving a remarkable transformation. I believe everyone will be able to relate to this plant-powered athlete's riveting story and perhaps garner some inspiration for their own journey. ã ã A top read! ã ã-Luke McKenzie, Five-Time Ironman Champion

From the Hardcover edition.

Rich Roll has been featured on CNN and has been named "one of the world's 25 fittest men" by Men's Fitness magazine. He is a graduate of Stanford University and Cornell Law School. He lives in Los Angeles with his wife and four children and, when he isn't training or competing, manages the entertainment boutique Independent Law Group, LLP.

A well written, personal story of a man that short of his fortieth birthday, decided he needed to change his life and find a new lifestyle. I find his story inspiring starting from the point many of us find ourselves in, and yet, deciding to challenge his own thoughts and doubts, and carve a new path. Doing his research, seeing what worked for him and loving and getting support from others around him. Thanks for this Rich!

I've been aware of the benefits of the vegan lifestyle but having grown up with meat as the main entree it has been a struggle to switch. But over the years as I have attempted to eat a more vegan lifestyle I've experienced some of the advantages that Rich discusses in his book. So as I enter my review I come without a lot of hyperbole and say simply that my anecdotal evidence is that my physical well being always improves moving to a plant based diet. I say all that to introduce the book which I think is a good primer into the whole food plant based diet and lifestyle. I know that there are tons of books on the subject but if you looking for one to get some good info on this method of eating then this is a good read. Rich also details his journey to this style of eating and for some the autobiographical info is not a big deal but I am always interested in the story behind the choices. So for those who love stories the first part of the book will be enjoyable. I think the biggest selling point are the references and links to some great resources which I think is worth the price of the book. And the man loves avocado - which I think is the greatest fruit in the world so he scores big in my book.

I thoroughly enjoyed this book. Finding Ultra is an inspirational and moving account of a man not only facing his addictions, middle age and personal fears, but conquering them as well. Mr. Roll has

become a role model (pun intended, ;o) for me. This is a true mid-life coming of age story that proves anything is possible if we are willing to do the footwork. The author holds nothing back as he explains, in detail, how he eats and why. The appendices -- especially -- are filled with copious amounts of information and resources that will get anyone started in the right direction towards better health. I can't wait to start my new Plant Power Diet.

Great title for an even greater book. Loved reading it and would recommend it for anyone interested in inspirational reading whether you're an athlete or not. I'm no kind of swimmer but it gave me some good insight into training for distance running. It also gave me some excellent insight for plant based nutrition even though I'm a carnivore. Truth be told I initially totally cringed at the authors push for a plant-based diet since as a weightlifter I have a vastly different outlook on nutritional intake. However after reading the entire book, I see where the author is coming from and his approach seems to work for him and apparently other endurance athletes as well. Even though I mostly weight and strength train, I like to explore what everyone else in the athletic world is doing to glean insight and recommendations that can prove useful to my own endeavors. Love the book and would buy it all over again in hindsight.

For the average modern American reader this book should be educational, as far as eating healthy and exercising, and it should be inspiring in the sense that the mental approaches & personal standards required for greatness in one field (triathlons) can apply to almost any field. For those who are already familiar with quinoa, acai, spirulina, maca, and alkalyzing, his dietary approach is not groundbreaking news. For most, it will be a challenging call to abandon what we have been taught for years is 'healthy' (eggs, milk, white meat, whole-grain bread, etc). I do agree with the author that soy and tofu are not the healthiest choice, especially for men. I personally disagree when he says that using a blender for vegetables is healthier than using a (masticating) juice extractor, and I don't recommend storing fresh-made juice to drink hours later, whether blended or extracted. (I had the same objection with the equally-good DVD titled "Fat, Sick, and Nearly Dead") There were several sections I skimmed over, rather than reading word for word, because I didn't relate. For example, I don't relate to the problem of trying to get out of golf classes at an elite private college, and I don't instinctively feel bad for Hollywood lawyers who are 'struggling with finances' so much that they must drive an older Land Rover instead of a new one. :p This book may particularly touch readers who struggle with alcohol, as several chapters describe his addiction and recovery regarding that. There was some mother-earth new-age spirituality here and there, but not enough to turn me

off. Overall I would recommend this book to friends, with the caveat that it includes obvious promotion of the companies who sponsored his athletics, and promotion of the health products he and his colleagues have created. I wish him well. I'm glad he wrote it, and glad I read it. I hope I can be as healthy and successful someday.

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