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J/Boats: Sailing To Success



Synopsis

In 1975 Rod Johnstone finally decided to build the boat he'd been planning since completing design correspondence school 10 years earlier. Thirty years later, the J/24, the boat based on that first garage-built vessel is the most popular recreational offshore keelboat in the world. The story of J/Boats' success, as inspiring as it is unlikely, unfolds for the first time in this illustrated history, which tells how Rod and his brother Bob turned one homebuilt boat and a \$20,000 investment into the company that dominates the performance-oriented sailboat market today.

Book Information

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Customer Reviews

J/Boats is a good example of what happens when things go right. I teach a college course to Business Majors called Advanced Management Problems and use case studies to have the students decide what direction the company should go in the future. Very few people know that J Boats do not actually make the boats but subcontract the work. This was a great decision by management in the early years of J/Boats. Photos are excellent!

It's a good reference if you are into J-Boats. I have always had a fondness so I like it. I do seem to pick it up more than once a year.

If you're a J Boats fan or owner you won't want to miss out on this wonderfully enlightening book. Very enjoyable and informative.

This is an excellent motivation book for the would be yacht designer. The book defines the success of J-boats which are very high performance oriented. Rod Johnstone developed his own design from his course work through the Westlawn Institute of Yacht Design. He built his design in his garage, and when he took it sailing, it was like a rocket ship. He designed a J 29 and J30 - the J-29 as a flat out racer and the J30 as a performance cruiser. Other designs followed and J-boats became a family run success story.

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