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SWIMMING WITH CROCODILES:

The Culture of Extreme Drinking

Edited by
MARJANA MARTINIC
FIONA MEASHAM

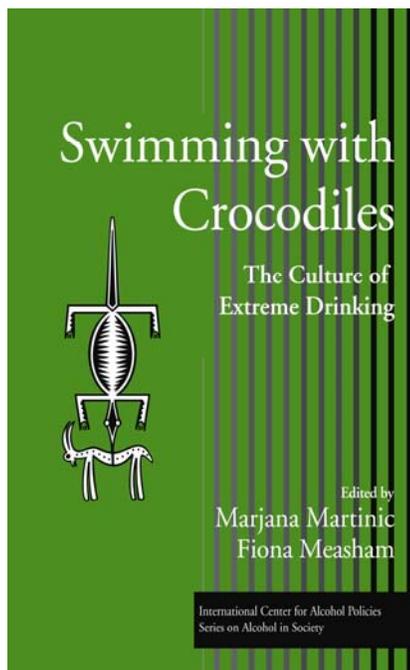
"Martinic and Measham's pioneering concept of 'extreme drinking' is underpinned by impressive empirical evidence from around the world. It will prove influential in enhancing our understanding of the increasingly important global phenomenon of youth drinking culture."

- **Dr Phil Hadfield**, University of Leeds, UK, author of *Bar Wars*, 2006

There is evidence that a distinct pattern of alcohol consumption is emerging across the world. Its visibility, particularly its high involvement of young people, makes this not only an issue for public safety and order in many countries, but also a highly contentious and politicized subject. *Swimming with Crocodiles* introduces a new term—"extreme drinking"—to encapsulate the many facets of this behavior, taking into account the motivations for the heavy, excessive, and unrestrained drinking patterns of many young people. Edited by Marjana Martinic and Fiona Measham, the ninth volume in the ICAP Book Series on Alcohol in Society discusses factors that motivate extreme drinking, addresses the developmental, cultural and historical contexts surrounding it, and offers a new approach to addressing this behavior through prevention and policy. The centerpiece of the book is a series of focus groups conducted in Brazil, China, Italy, Nigeria, Russia, South Africa, and the United Kingdom, which examine young people's views and motivations behind extreme drinking, as well as the cultural similarities and differences that exist, conferring at once risk and protective factors.

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