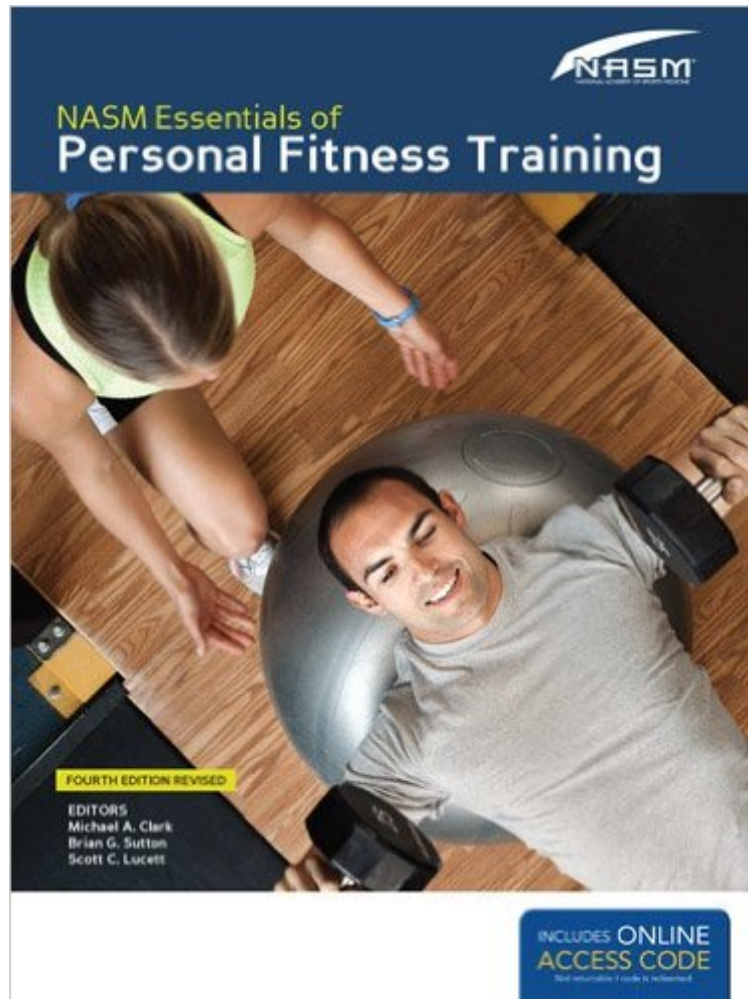


The book was found

NASM Essentials Of Personal Fitness Training: Fourth Edition Revised



Synopsis

This text is a recommended resource for the NASM Certified Personal Trainer (CPT) certification. The NASM CPT certification is accredited by the National Commission for Certifying Agencies (NCCA). Since 1987, the National Academy of Sports Medicine (NASM) has been a global leader in providing evidence-based certifications and advanced credentials to health and fitness professionals. NASM Essentials of Personal Fitness Training, Fourth Edition Revised, continues to lead the way by providing the most comprehensive resource for aspiring personal trainers and other health and fitness professionals. Based on NASM's proprietary Optimum Performance Training® (OPT®) model, you will learn a systematic approach to program design with exercise program guidelines and variables; protocols for building stabilization, strength, and power programs; guidance on how to build a clientele through professional development; and more! By following the techniques in this book, you will gain the information, insight, and inspiration you need to change the world as a health and fitness professional. Key Features:

- Two new chapters: Exercise Metabolism and Bioenergetics and Introduction to Exercise Modalities.
- Definitions of Key Terms in the margins, with key terms bolded within the text.
- Stretch Your Knowledge boxes emphasize key concepts and findings from current research.
- Memory Joggers call out core concepts and program design instructions.
- Exercise sections discuss the purpose and procedures of various techniques that can be used with clients. Technique and Safety Tips are also provided.
- Summaries that wrap up each chapter to remind you of pertinent material.
- Appendices provide 100 additional exercises; OPT workout programs; one repetition maximum conversion charts; and muscle origins, insertions, and functions.
- Extensive full-color art and photographs illustrate numerous exercise techniques and anatomy and physiology.

Book Information

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Customer Reviews

What I like about NASM's certification program for personal trainers is that they teach you to work on not just strength but flexibility, balance, nutrition, and the mindset of the client. It's an integrated and whole body approach that allows all parts of the body to get fit before adding lots of pounds to their resistance training. It hasn't only helped me as a personal trainer advance through the ranks of my club, but also has given me the tools to really make some incredible changes in some of my clients (the willing one's anyways!). If there were one criticism for this particular textbook, and really the certification in general, it would be the lack of emphasis on anything to do with selling yourself to clients. I found it especially difficult when I first started training in a club environment because I had never had a sales job, nor ever really wanted one. I think a good addition to this textbook would be a book or program designed to help trainers (like myself) who have a true passion for health and fitness but not a very good handle on the sales and marketing part of it. I read a book called The Personal Training Sales Education Textbook: A simple and effective sales system designed specifically for the personal trainer in the health club.. about six months into my career as a personal trainer, and have got to say it really opened my eyes to the fact that, yes this is sales but in order to be successful as a personal trainer I didn't have to give into the high pressured sales techniques that my first manager initially trained me on.

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