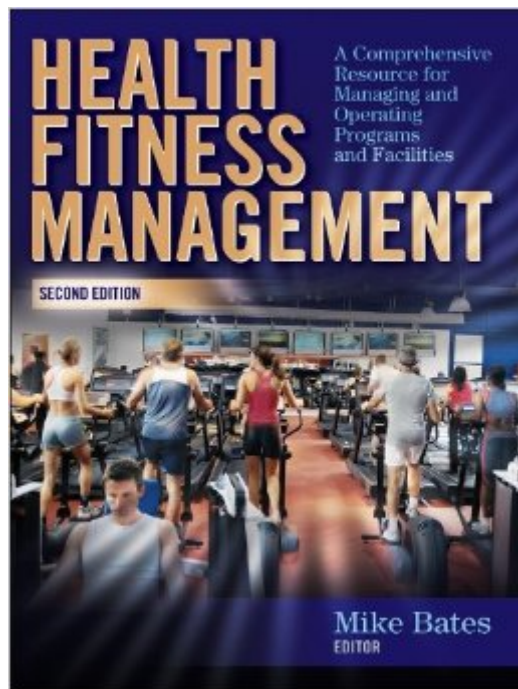


The book was found

Health Fitness Management - 2nd Edition: A Comprehensive Resource For Managing And Operating Programs And Facilities



Synopsis

Health Fitness Management, Second Edition, provides an in-depth picture of the varied and rewarding role of the health and fitness club manager. With contributions from leading experts in the fitness industry, several new chapters, a more practical emphasis, enhanced features, and the addition of instructor resources, this second edition is the most authoritative and field-tested guide to management success. Whether soothing disgruntled members, ensuring club safety and profitability, or motivating staff to perform at their best, health and fitness club managers require the right mix of skills and flexibility to support the success and continued growth of their clubs. Both aspiring and practicing club managers can rely on Health Fitness Management to help them acquire and improve their management skills across all areas:

- Human resources: Understand the importance of organizational development and the payoffs of thoughtful staff recruitment, training, development, retention, and compensation.
- Sales and marketing: Discover new ways to attract and retain members and increase profitability with the right mix of products and services.
- Financial management: Learn how to read financial statements and understand and control the risks associated with running a fitness club.
- Facility maintenance: Implement systems to ensure the upkeep and safety of the facility and its equipment.
- Program evaluation: Determine the "fitness level" of the club and its programs, capitalize on strengths, and find solutions to improve weak areas.
- Industry perspective: Understand the history of health and fitness management, its present status, and future trends.

Health Fitness Management, Second Edition, has been fully updated and organized for maximum retention and easy reference. Each chapter begins with "Tales From the Trenches," a real-life example that clearly illustrates the chapter's theoretical focus. "The Bottom Line" segments sum up the key points of the chapters in an applied context so readers can see exactly how the information is applied on the job. Learning objectives, key terms, and a list of references and recommended reading round out each chapter to make the material even more comprehensive to students, and a new instructor guide and test package make the text ideal for instructors teaching a course. Practitioners will find the added bonus of many time-saving reproducible forms, including a sample membership agreement, an equipment maintenance form, and a guest registration and exercise waiver. Written by industry experts with more than 300 combined years of experience, Health Fitness Management, Second Edition, is the fundamental resource for the management and operation of health and fitness facilities and programs. Enhanced with practical scenarios and applied knowledge, it provides a solid foundation for students preparing for a management career in the health and fitness industry and serves as an essential reference for professionals already enjoying the challenges and opportunities of club management. v

Book Information

Hardcover: 400 pages

Publisher: Human Kinetics; 2 edition (November 14, 2007)

Language: English

ISBN-10: 073606205X

ISBN-13: 978-0736062053

Product Dimensions: 1.2 x 8.8 x 11.2 inches

Shipping Weight: 3.1 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars Â Â See all reviewsÂ (15 customer reviews)

Best Sellers Rank: #113,187 in Books (See Top 100 in Books) #7 inÂ Books > Business & Money > Processes & Infrastructure > Facility Management #90 inÂ Books > Business & Money > Industries > Sports & Entertainment #105 inÂ Books > Business & Money > Management & Leadership > Production & Operations

Customer Reviews

The book goes over some very basic business concepts that are really just common sense. I would have appreciated a more in depth look at what it takes to truly run a fitness club of some sort, but it's really not in here.

I ordered this book via Kindle because I felt that it would be a lighter load on my back. Unfortunately it is not as I expected. I am unable to see the page numbers in order to keep up with the instructor. Some of the words are not all there or shall I say cut off. I would really like to get my money back for the many mistakes in the book. The way this book is right now, I would not recommend it, but it is a great idea. I'm not trying to help anyone determine whether they will purchase this item from or not, I am posting this so will know what they are selling. I am using Kindle for Mac.

Tired old book, used it for master's level class.

Great for novices, new managers or experienced fitness club managers. Easy to read & understand.

A must have if you are a trainer, expanding your business, or intending to manage a health club or gym.

Excellent price for a brand new book and fast shipping

very good, received before anticipated arrival date.

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