



# Personal Training: Theory and Practice

*James Crossley*

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# Personal Training: Theory and Practice

James Crossley

## **Personal Training: Theory and Practice** James Crossley

*Personal Training: Theory and Practice* draws together the personal, practical and business skills central to becoming a successful personal trainer in one unique volume.

This accessible new book introduces the fundamentals of applied exercise prescription and programme design, as well as advanced concepts such as nutritional intervention, postural analysis and the psychology of behaviour change. It provides authoritative coverage of:

- practical aspects of personal training – stability, functional exercise, sport specific training and speed development
- all the latest fitness methods
- weight loss, diet and nutrition
- key business skills including professional conduct, presentation and marketing

*Personal Training: Theory and Practice* is the ideal companion both for those embarking on a career in personal training and for experienced trainers.

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