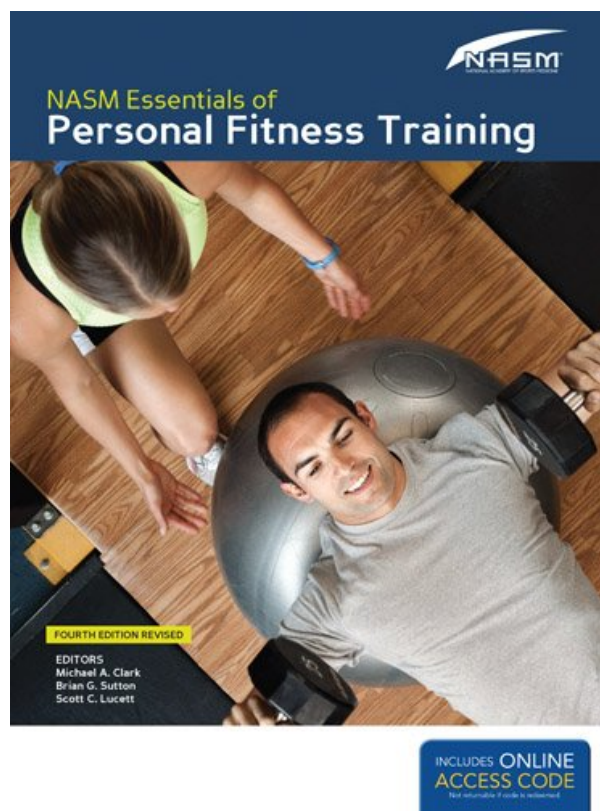
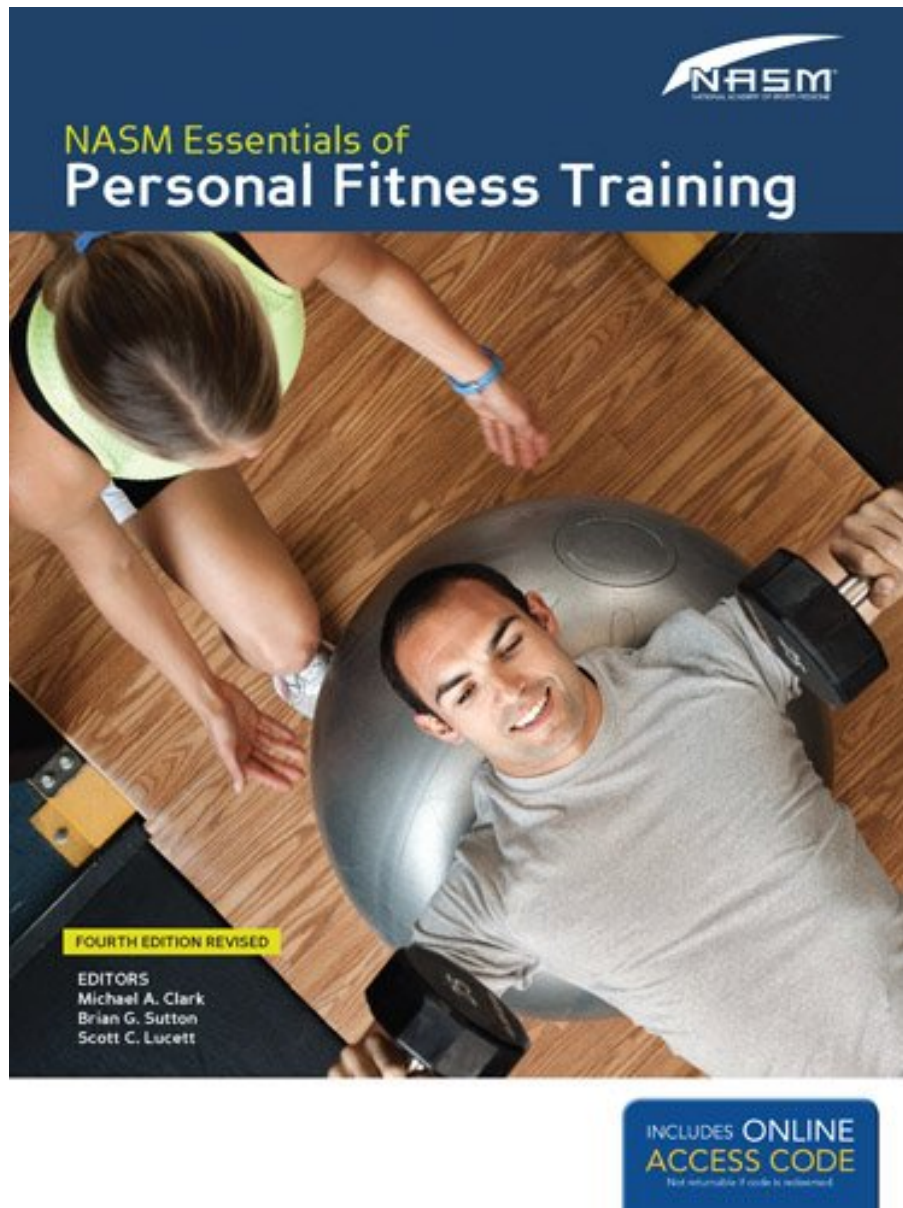


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# **NASM ESSENTIALS OF PERSONAL FITNESS TRAINING: FOURTH EDITION REVISED BY NATIONAL ACADEMY OF SPORTS MEDICINE (NASM) PDF**

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.

- Sales Rank: #31655 in Books
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- 704 pages

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42 of 42 people found the following review helpful.

NASM Textbook and Certification- Still the Industry Standard

By B. Barlow

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.

There are ways to communicate the value of personal training by linking the benefits of training (or more to the point, the positive feelings one experiences when someone reaches their goals) and to do it so that can convince themselves that training is something worth paying for. I guess you would call it "soft" or "indirect" selling.

I would say to anyone new to this business to first get the NASM book and certification for the reasons I outlined above, there really is no better, and then also find yourself a solid resource that teaches you how to sell personal training and more importantly, how to communicate the value of personal training and then position yourself and your services as the best solution to helping them reach their goals.

29 of 30 people found the following review helpful.

CHEAPER way to go

By Anthony

This book is very long, and educational. If your looking for any cert NASM is the way to go. This certification is accredited cert accepted at most fitness centers. If you buy the package from the website it may be a little pricey. What i did was bought the book on Amazaon, and purchased only the test. And now i am a certified personal trainer. Thanks amazon for helping my career at a cheaper rate then that of the NASM website.

11 of 11 people found the following review helpful.

but I highly recommend using the NASM Essentials Of Personal Fitness Training during ...

By JessWitcha

I just started studying for the NASM CPT exam, but I highly recommend using the NASM Essentials Of Personal Fitness Training during your study process. The book provides several illustrations that I've caught myself visualizing while studying. The quizzes you have online access to using the code from the book are helpful as an initial knowledge assessment, but I recommend buying the \$5 NASM app in order to gain access to the 500+ question test bank.

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