



# Personal Training: Theory and Practice

By James Crossley

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## Personal Training: Theory and Practice By 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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## Personal Training: Theory and Practice By James Crossley Bibliography

- Sales Rank: #6337779 in Books
- Published on: 2006-05-26
- Original language: English
- Number of items: 1
- Dimensions: 9.69" h x .59" w x 7.44" l, .0 pounds
- Binding: Paperback
- 256 pages

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### **Editorial Review**

#### **About the Author**

James Crossley has an MSc and a PGCE in Sports Science from Loughborough University. He has worked as a Personal Trainer for over eight years and is currently a Master Trainer for Holmes Place where he runs courses for other trainers.

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