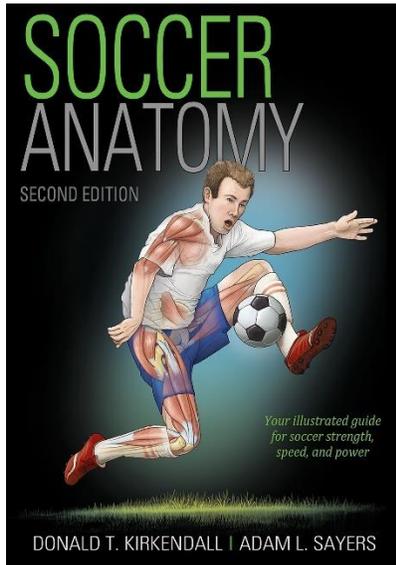




Book of the Month

January

Featured Book of the Month:



Get an inside look at training for the world's most popular sport. *Soccer Anatomy, Second Edition*, shows you what it takes to run faster, resist challenges from opponents, be stronger in the tackle, jump higher, delay fatigue, and prevent injury.

In this second edition, elite-level soccer coach Adam Sayers joins Donald Kirkendall—one of the most recognized experts in soccer training and injury prevention—to bring you more than 85 soccer-specific exercises designed to help build and strengthen the athlete.

Full-color anatomical illustrations take you inside each exercise to show you which muscles are involved and how they are fundamentally linked to soccer performance. Strength-building exercises are arranged anatomically: by core, back and hips, legs, shoulders and neck, chest, arms, and legs. Each exercise includes clear step-by-step descriptions. Variations allow you to target specific areas or to modify the exercise based on your age, experience, and training goals. To see more [click here](#)

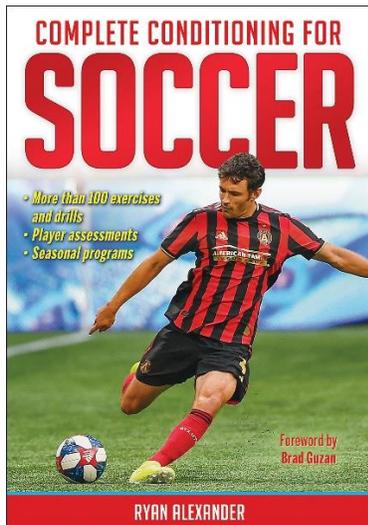
Use code **B300** to receive **40% off** regular price. Offer expires 1/31/2021



Book of the Month

September

Featured Book of the Month:



The future of soccer conditioning has arrived.

With content ranging from how to properly develop speed, strength, power, and agility in players at all levels to unique position-specific training guidelines and detailed return-to-play protocols, *Complete Conditioning for Soccer* is a real game changer.

Training protocols and progressions, complete with schematics of on-field conditioning drills, guide conditioning for players from youth to professional levels. Field players of every position will increase strength to dribble through traffic. Forwards will pack more power into shots on goal. Central midfielders will improve quickness and agility to find open passing lanes and evade opponents. Goalkeepers will develop the explosiveness to cover the width of the goal to make that save.

Emphasizing player movement and conditioning needs for the long term, you will learn the positional and seasonal demands that directly impact player development and performance and discover the significant differences between playing styles, positions, levels of play, and genders.

To see more [click here](#)

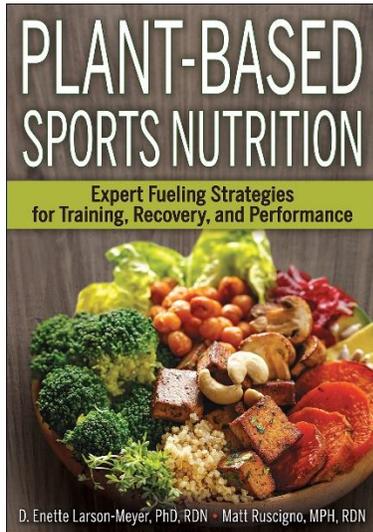
Use code **B283** to receive **40% off** regular price. Offer expires 2/28/2021



Book of the Month

March

Featured Book of the Month:



Gain the plant-based advantage! Join the thousands of runners, bodybuilders, and athletes from virtually every sport who rely on foods and beverages made without animal products. Every day an increasing number of athletes, even those who are not fully vegetarian or vegan, incorporate a plant-based diet when training or recovering from competition.

In *Plant-Based Sports Nutrition*, registered dietitians Enette Larson-Meyer and Matt Ruscigno combine decades of evidence-based research with personal experience working with—and as—vegan and vegetarian athletes to offer you a reliable and complete explanation of how, when, and why you need to plan your nutrient intake to maximize nutrition and get the best results. They will help you make smart decisions about properly fueling your body so you have the energy and stamina to boost your training and excel during competition.

Learn how to get proper amounts of all essential macronutrients, vitamins, and minerals, taking into account your personal caloric needs. Draw inspiration from athletes who share how they succeed in their sports while following a plant-based way of eating. Enjoy plenty of recipes to use for training, event, and everyday nutrition needs and utilize the tailored meal plans and training strategies to properly fuel your body. To see more [click here](#)

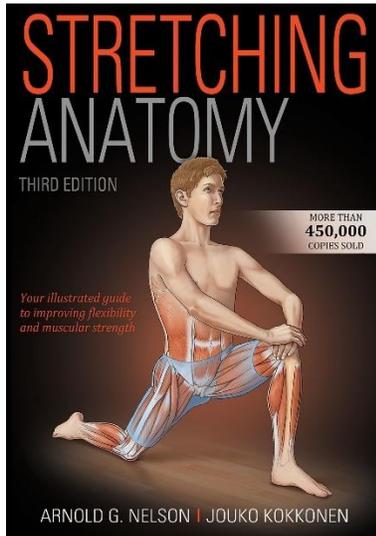
Use code **B301** to receive **40% off** regular price! Offer expires 3/31/2021



Book of the Month

April

Featured Book of the Month:



Get on the path to increased flexibility and improved muscular strength! With more than 300,000 copies sold worldwide, *Stretching Anatomy, Third Edition*, is your go-to guide for seeing inside the stretches that will help you increase range of motion, enhance recovery, and facilitate ease of movement during physical and everyday activities.

The visually stunning illustrations of 79 stretches cover all major joint areas of the body from the feet to the neck. Each stretch includes step-by-step instructions on how to perform the stretch, the names of the muscles stretched, and a Stretch Notes section detailing the procedures and benefits of every exercise as well as safety considerations and variations for increasing or decreasing difficulty. To see more [click here](#)

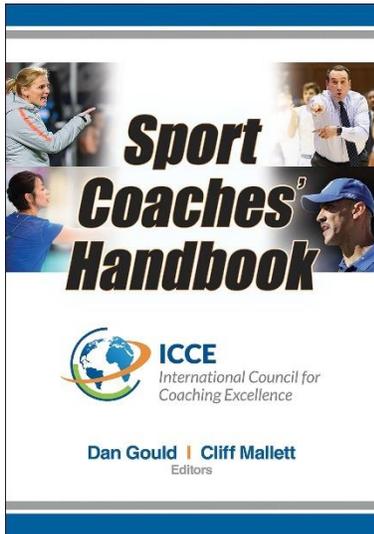
Use code **B180** to receive **40% off** regular price! Offer expires 4/30/2021



Book of the Month

May

Featured Book of the Month:



While the impact of coaches on their athletes has been appreciated for more than a century, only recently have researchers reached a consensus concerning the key coaching principles and methods that consistently ensure the most positive outcomes for athletes and coaches. *Sport Coaches' Handbook* presents this more holistic approach to coaching and provides possible applications to raise the quality of coaching around the globe.

This groundbreaking reference is for aspiring coaches and current coaches across all sports and participation levels. *Sport Coaches' Handbook* is authored and edited by leading international figures in coaching and coach development who have been selected by the International Council for Coaching Excellence (ICCE). The book helps coaches to fulfill their chosen role while considering their personal values and philosophy, the athletes they coach, and the environment in which they work. Coaches will find information and insights on numerous topics of critical importance to a successful coaching career:

- Employing ethical decision making with a systematic method to ensure choices are consistent with moral and professional guidelines
- Developing a coaching philosophy and evaluating how to define or sharpen that approach
- Promoting athlete development by enhancing athletes' psychological and physical growth as well as technical and tactical performance
- Embracing the crucial characteristics that nurture effective leadership in coaching

To see more [click here](#)

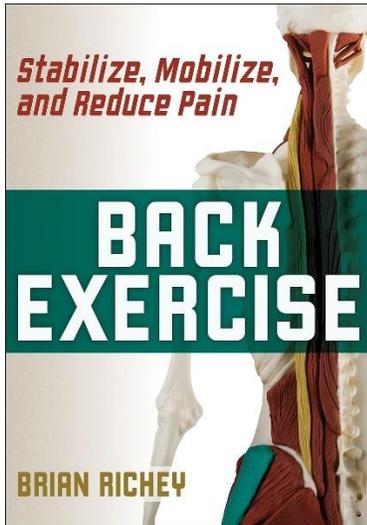
Use code **B302** to receive **40% off** regular price! Offer expires 5/31/2021



Book of the Month

June

Featured Book of the Month:



Most people will experience back pain at some point in their lives, but only a few have the resolve to seek answers and find relief. *Back Exercise: Stabilize, Mobilize, and Reduce Pain* explores the anatomy and movement of the spine and offers exercises that will help you move—and feel—better.

Back Exercise goes beyond exercise and rehabilitation to help you understand the why behind spinal conditions and back pain. Throughout the book, unique clay models of the spine reveal each layer of the spinal anatomy, from the spinal vertebrae and discs to the muscle and tissue. These engaging full-color photos make it easy to visualize the structure and biomechanics of the spine and uncover the sources of your pain. To see more [click here](#)

Use code **B299** to receive **40% off** regular price. Offer expires 6/30/2021