



Fitness Management

By Stephen J. Tharrett, James A. Peterson

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Fitness industry specialists Stephen Tharrett and James Peterson present an updated edition to the most comprehensive blueprint ever created for developing, leading, managing, and operating a successful health/fitness business. The book is separated into ten distinct sections representing the primary skill sets needed to succeed as a leader and manager in the health/fitness club industry.

Each section contains these and other key topics: Introduction to the Health/Fitness Industry (history, beliefs and behaviors, and consumer attitudes); Membership in the Health/Fitness Club Industry (value of membership and membership retention, variables known to influence attrition and retention, creating and defining positive club-based experiences, defining and creating a service culture, and programming for health/fitness clubs); The Health/Fitness Club Business (legal business structure, business operating models, getting started, financial models and tools, budgeting, forecasting, driving profitability, buying, leasing, selling, and raising capital); Staffing Issues in the Health/Fitness Club Industry (employees versus independent contractors, compensations, benefits, education and skill competency, organizational alignment and structure, and team building and recruitment); Facilities and Equipment in the Health/Fitness Club Industry (types of facilities, design and construction process and associated costs, cardiovascular, selectorized/variable resistance, free-weight, and purchase or lease equipment); Operational Practices in the Health/Fitness Club Industry (risk management, AEDs, operating practice, front-desk, child-care, fitness, aquatics, tennis, locker rooms, laundry, housecleaning, accounting, types of spas, spa facilities and spa staff, sports-conditioning and sports-performance industry, sport participation, injury, and conditioning for youth, and the essential components of a sports-performance center); Overview of the International Health/Fitness Club Market (Asia, Europe, and Latin America); Also includes sections on the future of the health/fitness club industry and case studies

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Editorial Review

About the Author

Stephen J. Tharrett, MS, is currently the owner and president of Club Industry Consulting, a global consulting business established in 2006 as well as a partner in Club Intel, a global firm focused on market research and the engagement of customers and members. He is the author or co-author of four management textbooks including Fitness Management, Third Edition and is also the co-editor of ACSM's Health/ Fitness Facility Standards and Guidelines, Fourth Edition. Tharrett is a former president of IHRSA, having served as president of the international association from 1996-1997.

James A. Peterson, Ph.D., FACSM, is a sports medicine consultant and freelance writer who has authored or co-authored over 80 books and more than 200 published articles on a variety of coaching- and health-related subjects. Among the books he has co-authored is Bill Walsh: Finding the Winning Edge with Bill Walsh and Brian Billick. A 1966 graduate of the University of California at Berkeley, he is a fellow of the American College of Sports Medicine. Jim was a faculty member at the United States Military Academy at West Point from 1971-1990. From 1990 to 1995, he served as the director of sports medicine for StairMaster Sports/Medical Products, Inc. Since 1997, he has been a contributing editor to ACSM's Health & Fitness Journal (Take 10 column). He has appeared on several national television shows, including ABC's Good Morning America, the CBS Evening News, and ABC's Nightline. Since 1992, he has served as a fundraiser for the Make-A-Wish Foundation®. Jim and his wife, Sue, reside in Monterey, California.

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