



Fitness Education for Consumers: Forget the Marketing Mantras and Learn the Fundamental Facts of Fitness & Exercise (The Fitness Paradox Book 2)

Rachel Eisenman

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Unfortunately, advertising sets the standard for fitness information and as a result the bar is very low. Meaningless buzzwords and false advertising claims promise simple solutions that never seem to deliver. Many assume that lack of motivation is the problem but the real culprit is misinformation. The solution is to become an educated fitness consumer. The basic facts of fitness and exercise can help you avoid yet another fitness failure and finally reach success.

Fitness Education for Consumers introduces the language of fitness from a scientific point of view - without overly technical jargon. You will learn the definition of "fitness" and the difference between "physical activity" and "exercise" (and why it matters). You will also learn the major components of fitness and the different types of exercise you need to get in shape.

This is the second installment of The Fitness Paradox e-book series. These short e-books are written with educated consumers in mind to "Raise the Bar" of fitness knowledge, and fitness.

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& Exercise (The Fitness Paradox Book 2) can be one of your beginning books that are good idea. Most of us recommend that straight away because this guide has good vocabulary that can increase your knowledge in words, easy to understand, bit entertaining however delivering the information. The article author giving his/her effort to put every word into satisfaction arrangement in writing Fitness Education for Consumers: Forget the Marketing Mantras and Learn the Fundamental Facts of Fitness & Exercise (The Fitness Paradox Book 2) but doesn't forget the main point, giving the reader the hottest as well as based confirm resource data that maybe you can be considered one of it. This great information may drawn you into fresh stage of crucial pondering.

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