



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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Spent a free a chance to be fun activity to complete! A lot of people spent their spare time with their family, or all their friends. Usually they doing activity like watching television, about to beach, or picnic inside the park. They actually doing same every week. Do you feel it? Do you need to something different to fill your own free time/ holiday? Might be reading a book is usually option to fill your totally free time/ holiday. The first thing that you'll ask may be what kinds of e-book that you should read. If you want to try out look for book, may be the reserve untitled Fitness Education for Consumers: Forget the Marketing Mantras and Learn the Fundamental Facts of Fitness & Exercise (The Fitness Paradox Book 2) can be good book to read. May be it could be best activity to you.

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