



**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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This Fitness Education for Consumers: Forget the Marketing Mantras and Learn the Fundamental Facts of Fitness & Exercise (The Fitness Paradox Book 2) book is not really ordinary book, you have after that it the world is in your hands. The benefit you have by reading this book is definitely information inside this guide incredible fresh, you will get info which is getting deeper you actually read a lot of information you will get. This particular Fitness Education for Consumers: Forget the Marketing Mantras and Learn the Fundamental Facts of Fitness & Exercise (The Fitness Paradox Book 2) without we know teach the one who studying it become critical in considering and analyzing. Don't always be worry Fitness Education for Consumers: Forget the Marketing Mantras and Learn the Fundamental Facts of Fitness & Exercise (The Fitness Paradox Book 2) can bring whenever you are and not make your case space or bookshelves' grow to be full because you can have it with your lovely laptop even telephone. This Fitness Education for Consumers: Forget the Marketing Mantras and Learn the Fundamental Facts of Fitness & Exercise (The Fitness Paradox Book 2) having fine arrangement in word along with layout, so you will not really feel uninterested in reading.

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**Kristy Moore:**

A lot of people always spent their very own free time to vacation or maybe go to the outside with them family or their friend. Did you know? Many a lot of people spent they will free time just watching TV, or even playing video games all day long. If you would like try to find a new activity that's look different you can read a new book. It is really fun to suit your needs. If you enjoy the book that you read you can spent the whole day to reading a guide. The book Fitness Education for Consumers: Forget the Marketing Mantras and Learn the Fundamental Facts of Fitness & Exercise (The Fitness Paradox Book 2) it is rather good to read. There are a lot of individuals who recommended this book. These were enjoying reading this book. In case you did not have enough space to create this book you can buy the actual e-book. You can m0ore easily to read this book from the smart phone. The price is not to cover but this book has high quality.

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