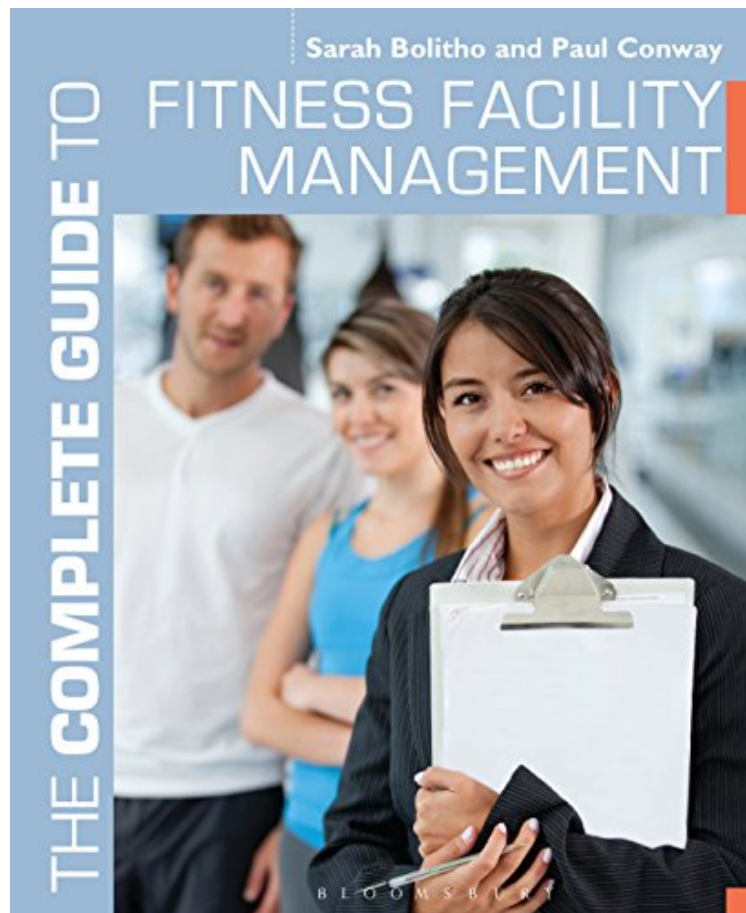


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The Complete Guide to Fitness Facility Management (Complete Guides)

Sarah Bolitho, Paul Conway
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#3576150 in eBooks 2015-04-12 2015-04-12 File Name: B00URS6GWG | File size: 75.Mb

Sarah Bolitho, Paul Conway : The Complete Guide to Fitness Facility Management (Complete Guides) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Complete Guide to Fitness Facility Management (Complete Guides):

The Complete Guide to Fitness Facility Management is the must-read guide for any fitness professional who aspires to become a manager, and is the essential handbook for fitness professionals promoted to gym management. Managing a fitness facility is different to all other forms of management, and requires a range of skills, knowledge and expertise. This book reflects the different needs of this particular market ndash; from legal obligations, staff management best practice, budgeting, marketing and sales, to customer service, health and safety, personnel management and much more. Gym chains and leisure centres are more popular than ever, but it is a cut-throat business of targets and high turnover - learn how to make your business a success, stand out from your peers, and make your mark on the industry.

This is the first UK-focused book to outline the skills and knowledge needed to be a successful gym manager - a core manual for any fitness professional with career ambitions and a necessary purchase for managers looking to improve their skills or upskill their staff.

About the Author Sarah Bolitho is an experienced fitness trainer and the author of a number of other titles in the Complete Guide series. She has worked as fitness coordinator and programme and booking officer for a large multi-use club and also helped run smaller fitness facilities. Paul Conway has run a number of very successful fitness facilities during his career, including being general manager at a Duncan Bannatyne gym and setting up his own club, which ran successfully for ten years.