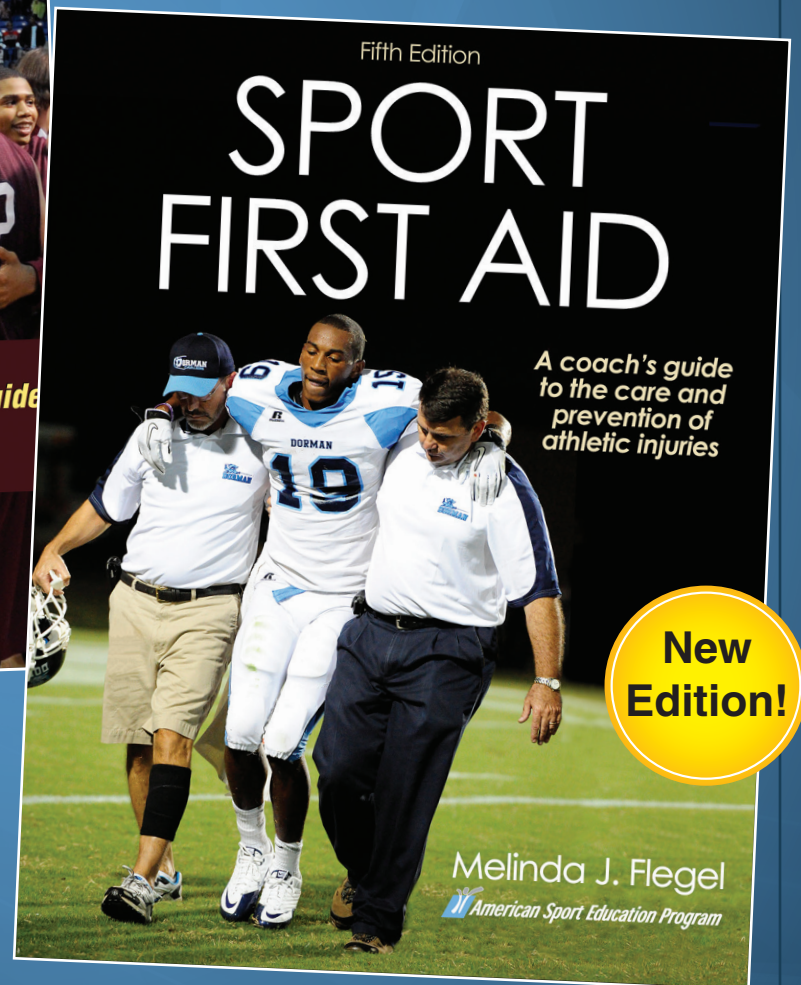
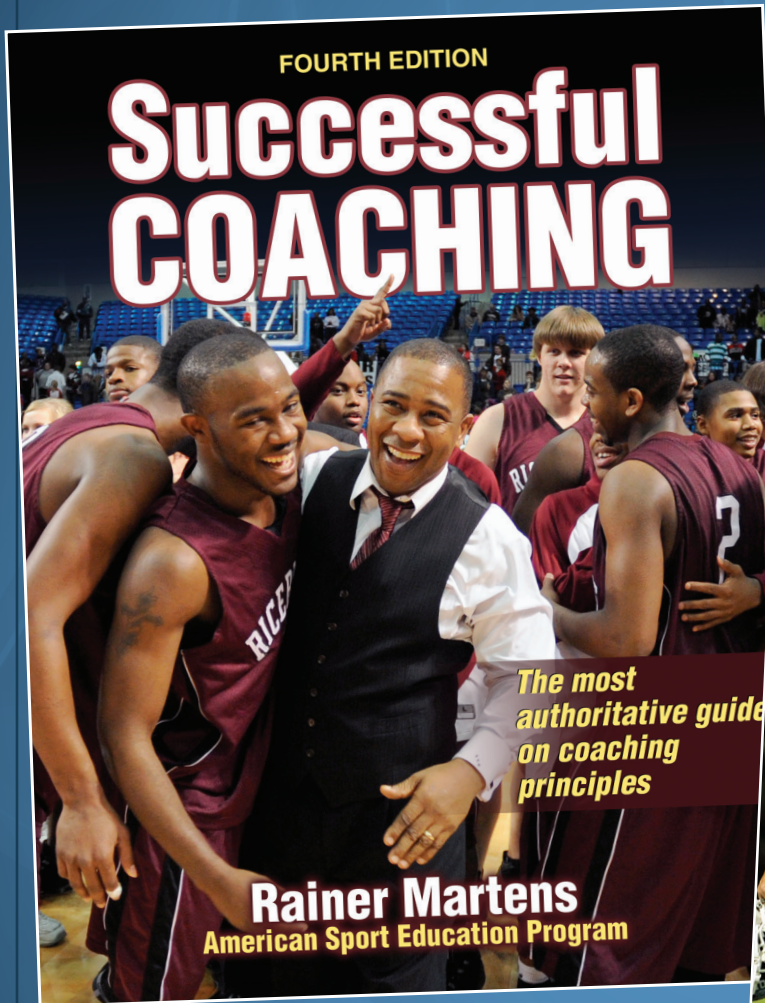
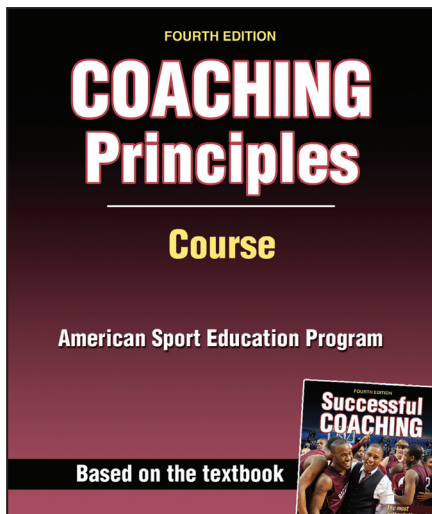


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Set the foundation for becoming a successful coach

The Coaching Principles course has provided a solid foundation for coaches for more than 30 years. Drawing content from the best-selling coaching textbook *Successful Coaching* and offered in both classroom and online formats, **Coaching Principles course adoption** provides you with these valuable benefits:

- Offer your students the added bonus of **Coaching Principles certification**, recognized by numerous state high school associations, state departments of education, and individual school districts in meeting coaching education requirements.
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- Take advantage of **complimentary course ancillaries**—including the *Successful Coaching* text, an instructor guide, DVD and certification test—to deliver the course.
- Offer an **online version of Coaching Principles** that you can use to supplement your current course. The online course also affords students ASEP certification in Coaching Principles.

Adopt the Coaching Principles course and invest in a complete program that will **save you time and effort** in course preparation and in many cases **offer your students a valuable coaching credential**.

Coaching Principles course content

Coaching Principles provides the underpinnings of what it takes to be a successful coach—beyond the Xs and Os. Coaching Principles challenges coaches to:

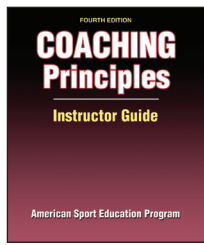
- define who they are as coaches (their coaching philosophy, objectives, and style), coach for character, and coach diverse athletes;
- understand a coach's responsibilities before, during, and after the sport season;
- enhance communication and motivational skills and manage athletes' behavior;
- become more effective teachers of technical and tactical skills;
- train athletes for energy and muscular fitness, to fuel athletes, and to battle drugs;
- be aware of a coach's legal responsibilities and ways to minimize risk; and
- manage relationships with diverse groups of athletes, parents, staff, administrators, officials, medical personnel, and the media.

Through Coaching Principles, you'll engage students on critical issues such as preventing bullying, using social media, and avoiding performance-enhancing drugs which they must be prepared to address as coaches. For instance, guidelines are provided for using social media to communicate with fans, donors, sponsors, and athletes, as well as tips for establishing policies addressing the use of social media and possible consequences for when athletes violate social media policies.

Similarly, a straightforward discussion of drug abuse among athletes covers performance-enhancing drugs, steroids, prescription drug abuse, methamphetamines, and drug-testing.

Coaching Principles and the text *Successful Coaching* blend the latest findings and accepted practices in the sport sciences with practical advice from seasoned coaching veterans. Coaching Principles helps pave the way for a fulfilling sport experience for coaches and their athletes.

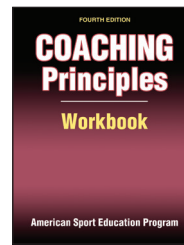
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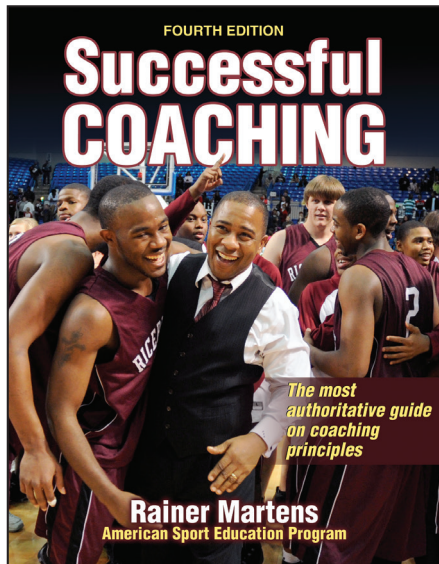
- *Successful Coaching* textbook;
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The course package that students receive includes the following:

- The *Successful Coaching, Fourth Edition* textbook (print or e-book format);
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- The 100-question course test, deliverable in online or paper-based formats.



Successful Coaching, Fourth Edition
Rainer Martens
2012 • Paperback • 456 pp
ISBN 978-1-4504-0051-0 • \$49.95
e-book ISBN 978-1-4504-2852-1 • \$39.95

“Successful Coaching is an absolute must-read for coaches at all levels. This comprehensive book provides all the foundational information necessary for becoming a good coach. It’s also an incredibly valuable resource that will help advanced and elite coaches further their careers. Concepts are clearly explained with excellent examples. The content is grounded in a very practical, applied manner.”

E. Paul Roetert, PhD
CEO
American Alliance for Health, Physical Education,
Recreation and Dance

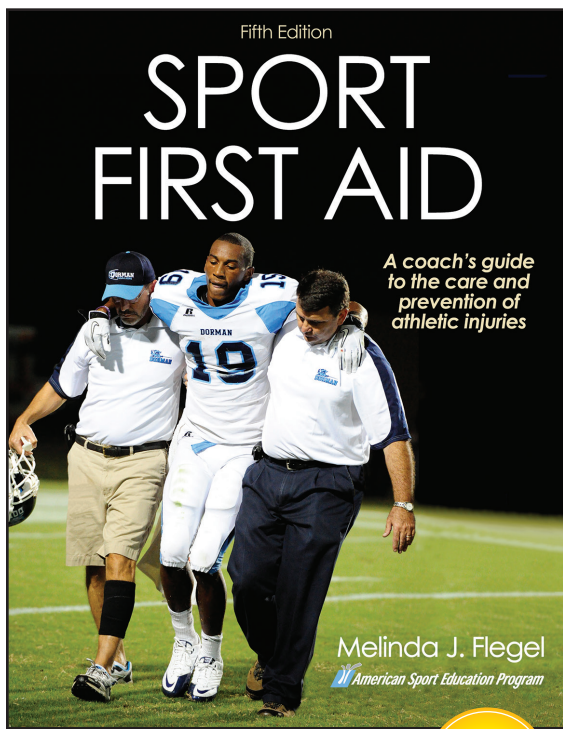
The most comprehensive guide on coaching principles

Successful Coaching is available for adoption as a stand-alone text. Text adoption includes **complimentary online ancillaries** including an instructor guide, image bank, and test package. The resources are available through the website www.HumanKinetics.com/SuccessfulCoaching4E. The site also includes customizable and reproducible forms taken from the text, such as sample practice plans, evaluation forms, and safety checklists. Contact your sales representative for details.

Contents

Part I.	Principles of Coaching
Chapter 1.	Developing Your Coaching Philosophy
Chapter 2.	Determining Your Coaching Objectives
Chapter 3.	Selecting Your Coaching Style
Chapter 4.	Coaching for Character
Chapter 5.	Coaching Diverse Athletes
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Chapter 6.	Communicating With Your Athletes
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Melinda Flegel

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A coach's guide to the care and prevention of athletic injuries

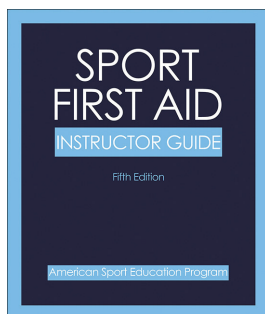
In addition to Coaching Principles, the **Sport First Aid course** is part of our suite of coaching courses recognized by numerous state high school associations and individual school districts in meeting coaching education requirements. Based on the *Sport First Aid, Fourth Edition* text, the course is offered either in the classroom or online and, in most instances, course completion puts your students a step closer to being certified to coach at the high school level in your state.

Sport First Aid covers protocols for

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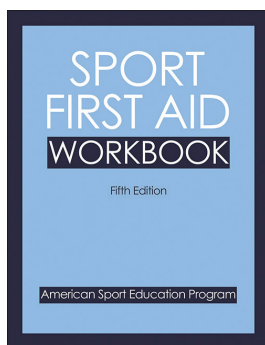


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Sport-specific courses break down the Xs and Os

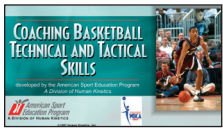
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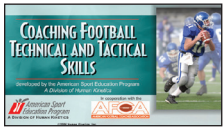
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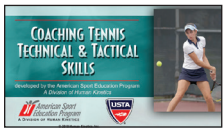
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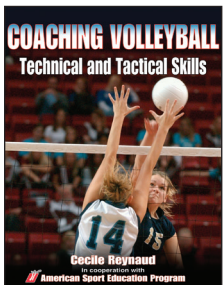
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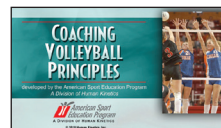
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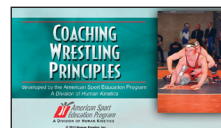
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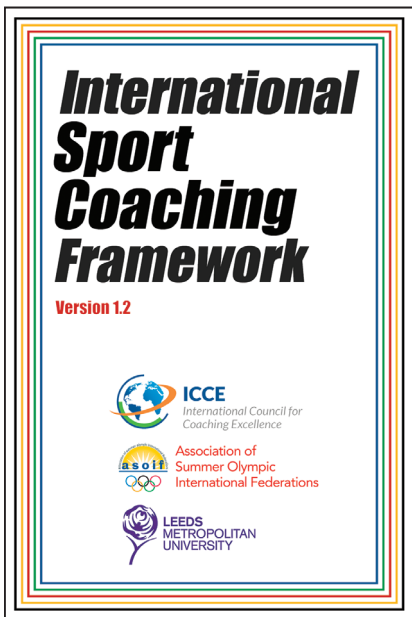
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International Sport Coaching Journal

Wade Gilbert, PhD, and
 Pat Duffy, PhD, Editors
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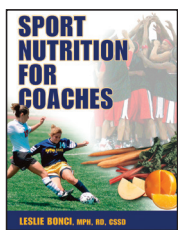
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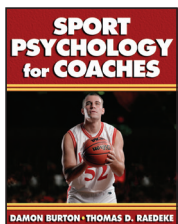
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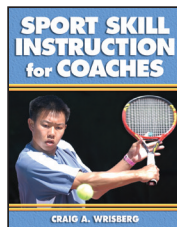
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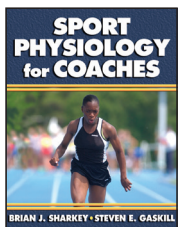
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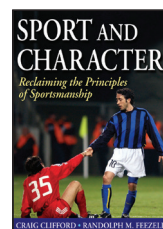
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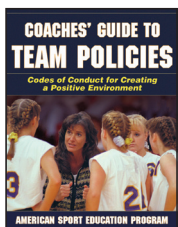
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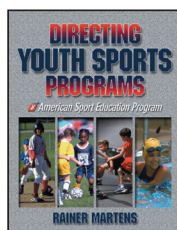
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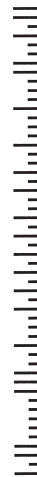
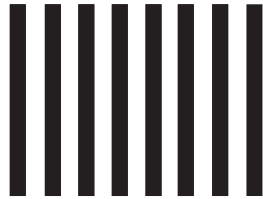
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