

# New Edition!

Train tomorrow's coaches with the most authoritative guide on coaching principles

FOURTH EDITION

# Successful COACHING

*The most  
authoritative guide  
on coaching  
principles*

**Rainer Martens**  
American Sport Education Program

 *American Sport  
Education Program*

## Bring up the next generation of coaches—offer coaching and officiating courses for your students

If you're like many physical education instructors, there's a good chance you also coach. Coaching is your second classroom. It's an opportunity to teach, train, and mentor athletes on skills essential in sport and in life. It's also a great way to stay connected to the sport you love and give back to your school and community.



**Why not share your coaching expertise,** experience, and passion by offering a coaching course in your school or district?

Local youth sport organizations, travel and club teams, and elementary, middle, and high schools are always in need of coaches, and students who love sports and enjoy working with kids are ideal candidates for these programs. Whether the call to coach comes next summer in helping out with the local youth league, years later as a parent volunteer, or as a chosen profession, **students will be better prepared for the future** through coaching courses you offer today.

The American Sport Education Program (ASEP) offers the best texts and ancillaries for your coaching courses:

- The new fourth edition of *Successful Coaching*, written by ASEP founder and renowned sport psychologist Rainer Martens, is **the country's best selling coaching text**. *Successful Coaching*—and its companion Coaching Principles course—are based on ASEP's "Athletes first, winning second" philosophy, which has shaped and inspired coaches at the youth, high school, college, and Olympic levels for three decades.
- *Sport First Aid*, which combines content from both the physical education and health care professions, is a textbook and course that provides student-coaches with first-response protocols for injuries and illnesses likely to be encountered on the field of play.
- Consider offering an officiating course as part of your curriculum and using the text *Successful Sports Officiating*. Park districts, sport organizations, and tournament directors are constantly in need of sport officials, and training your students can lead them to potentially lucrative summer jobs as umpires and referees.



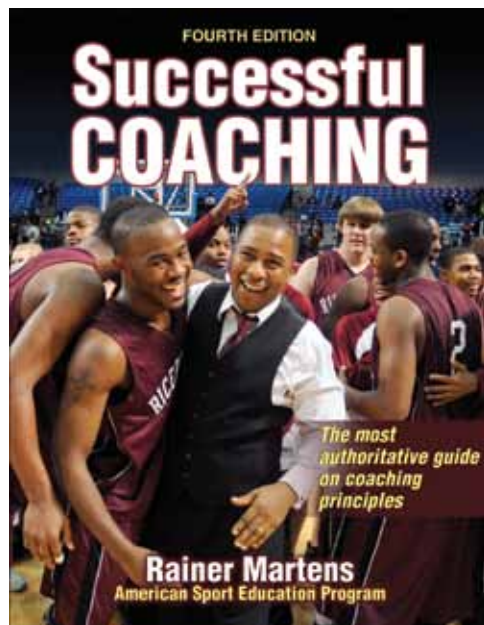
Another benefit to offering ASEP courses is that there's a good chance it'll bring your students one step closer to being certified to coach at the high school level in your state. More than 30 state high school associations recognize Coaching Principles and Sport First Aid as courses that help coaches meet coaching education requirements.

**For more information on adopting ASEP texts or courses,** contact your K-12 sales representative at 800-747-4457 or [k12sales@hkusa.com](mailto:k12sales@hkusa.com).

### About ASEP

The American Sport Education Program (ASEP) is the leading provider of youth, high school, and elite-level coaching education in the USA. Rooted in the philosophy of "Athletes first, winning second," ASEP's courses and resources are used to certify coaches by local, state, and national youth sport organizations; state high school associations, state departments of education, and individual school districts; and 200 colleges and universities.





### Successful Coaching, Fourth Edition

Rainer Martens

2012 • Paperback • Approx. 488 pp

ISBN 978-1-4504-0051-0

\$49.95 (\$53.95 CDN)

eBook ISBN 978-1-4504-2852-1

\$39.95 (\$42.95 CDN)



- learn proven techniques for teaching technical and tactical skills;
- understand the principles of physical training and nutrition and learn safe techniques for improving athletic performance;
- learn seven management functions that demand time and attention of any coach;
- understand a coach's legal responsibilities and ways to minimize risk; and
- learn to manage relationships with athletes, staff, administrators, officials, parents, medical personnel, and the media.

Knowing the skills required for each sport is as important as knowing how to teach and shape those skills. With *Successful Coaching*, students will become more effective instructors as they learn the games approach to teaching technical and tactical skills, a proven method of helping athletes become smart tactical players of their sports.

Students will find the latest research in the fields of physical training and nutrition, including new information on creatine, energy drinks, caffeine, and hydration. *Successful Coaching* also provides a straightforward discussion of drug abuse among athletes, offering all-new content on methamphetamines, prescription drug abuse, and drug-testing recommendations.

Sidebar provide focused insights on a range of coaching topics and offer personal encouragement and advice for coaches throughout the season. In addition, quotes from well-known coaches provide perspective on what it takes to be a successful coach. Reflection questions at the end of each chapter encourage students to think critically about the content and apply it to their own current or future coaching situations.

Written by a coach for coaches, *Successful Coaching* blends the latest research and accepted practices in the sport sciences with practical advice from seasoned coaching veterans. *Successful Coaching* helps coaches pave the way for a fulfilling sport experience for coaches and their athletes.

To consider adopting *Successful Coaching* as a text for high school coaching courses, contact your sales representative at 800-747-4457 or k12sales@hkusa.com to request an examination copy.

## A comprehensive guide to the art and science of coaching

As America's best-selling coaching text, *Successful Coaching* has helped over a million coaches develop their coaching philosophies; improve their communication, teaching, and management skills; and understand their responsibilities as a coach. The updated fourth edition offers students a comprehensive guide to every aspect of coaching.

Written by Rainer Martens, a respected and renowned sport psychologist, longtime coach, and lifelong competitive athlete, *Successful Coaching, Fourth Edition*, details the principles, knowledge, and skills that will help future coaches build a foundation for their decisions and actions.

With *Successful Coaching, Fourth Edition*, students will

- gain an understanding of a coach's responsibilities before, during, and after the season;
- identify and develop a coaching philosophy;
- clarify coaching objectives and determine a coaching style;
- improve communication and behavioral management skills;

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## Text Ancillaries

For text adopters, *Successful Coaching* also includes online access to a full set of complimentary instructor resources, including an instructor guide, image bank, and test package. The resources are available through the dedicated website [www.HumanKinetics.com/SuccessfulCoaching4E](http://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.

### Instructor Guide

Includes lecture outlines, ideas for activities and assignments, discussion topics, and supplemental readings from journal articles, books, and websites. The Questions for Reflection from the book are duplicated in the Instructor Guide for easy access for instructors. The Instructor Guide is written by Patti Laguna, PhD, who has taught courses from previous editions of *Successful Coaching*, at California State University, Fullerton.

### Test Package

Instructors can make their own tests and quizzes by selecting from a bank of hundreds of questions created especially for *Successful Coaching, Fourth Edition*. The questions are of various types: true-false, multiple choice, fill-in-the-blank, and essay and short answer. The Test Package is available for use through multiple formats, including a learning management system, Respondus, and rich text.

### Image Bank

This comprehensive resource includes all of the figures and tables from the text, sorted by chapter. Images can be used to develop a customized presentation based on specific course requirements. A blank PowerPoint template is provided so instructors can quickly insert images from the image bank to create their own presentations. Easy-to-follow instructions are included.

### Electronic Coaching Forms

Several coaching forms found in *Successful Coaching, Fourth Edition*, are provided in an electronic format and are freely available to instructors, students, and coaches.

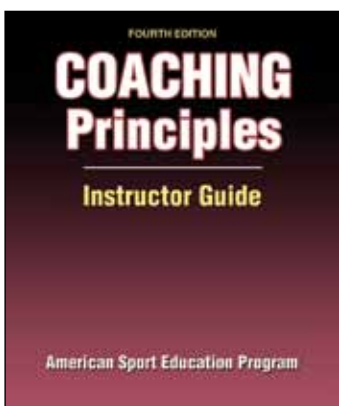
## Ready-made coaching course offers students certification option

*Successful Coaching* is not only an excellent textbook for a high school elective course; it's also the primary text for the Coaching Principles course offered by the American Sport Education Program (ASEP). Coaching Principles is a part of ASEP's coaching certification program, recognized by numerous state high school associations, state departments of education, and individual school districts in meeting coaching education requirements. By offering your students the option to take the ASEP Coaching Principles course in conjunction with your class, your students will be prepared to take ASEP's certification test. In most instances, your students will be one step closer to being certified to coach at the high school level in your state—a certification that will travel with them for a lifetime.

Contact your sales representative for more information on how you can receive complimentary desk copies of course materials for your review and how you can implement the ASEP Coaching Principles course.

### Course Ancillaries

As a Coaching Principles course adopter, you receive complimentary copies of the *Coaching Principles Instructor Guide* (PDF), *Coaching Principles Instructor DVD*, *Coaching Principles Workbook*, *Coaching Principles Certification Test*, and access to the *Successful Coaching* text ancillaries mentioned previously.

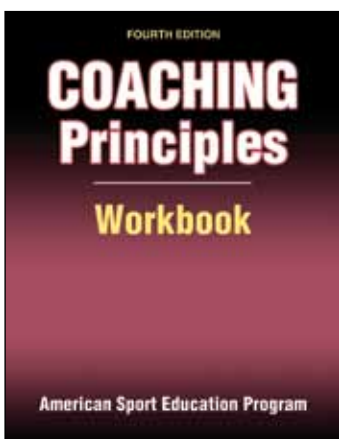


#### ***Coaching Principles Instructor Guide***

A unit-by-unit, step-by-step guide of how to conduct the course in a classroom setting. With this resource, the work of developing lesson plans has been done for you. The instructor guide is offered free of charge to course adopters (as a PDF).

#### ***Coaching Principles Instructor DVD***

Contains over 20 clips totaling more than 90 minutes of all-new video that you'll show during your class to introduce course units and highlight key learning objectives.



#### ***Coaching Principles Workbook***

A companion piece to the *Successful Coaching* text that includes in-class activities and at-home self-study exercises for your students.

#### ***Coaching Principles Certification Test***

The official test that qualifies students to earn the ASEP Coaching Principles certification.

#### ***Coaching Principles Classroom Course***

ISBN 978-1-4504-3074-6

eBook ISBN 978-1-4504-3305-1

Student package includes the following:

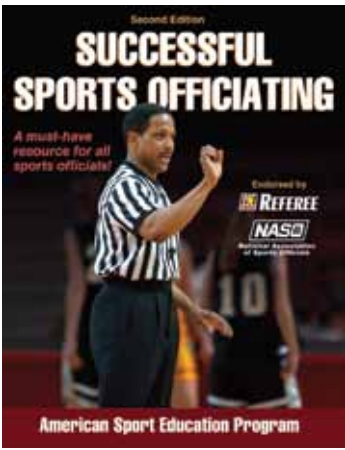
*Successful Coaching 4E*

*Coaching Principles Workbook*

Test packet (includes print test questions and scan form)

Base price: \$70.00

eBook price: \$60.00



*Successful Sports Officiating, Second Edition*  
ASEP

Endorsed by National Association of Sports Officials

2011 • Paperback • 208 pp

ISBN 978-0-7360-9829-8

\$24.95 (\$26.95 CDN)

eBook ISBN 978-1-4504-1476-0

\$24.95 (\$23.95 CDN)

**eBook**  
format  
also available

## Go-to resource for first-time officials

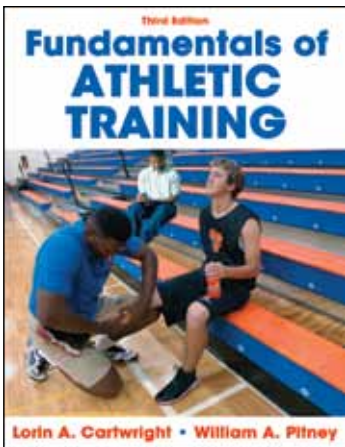
**Audience:** High school instructors looking to offer officiating courses to students as part of coaching or physical education programs.

*Successful Sports Officiating* will help prepare aspiring officials for the rigors of the job. Written by leading experts in the officiating field—boasting experience at the high school, collegiate, and professional levels—this second edition includes new chapters on the current state of officiating, officiating as a career, and mental training.

- Enlightening discussions on developing an officiating philosophy and the psychology of officiating help students understand what it takes to be a successful official beyond just knowing the rules and mechanics.
- Chapters on developing skills in the areas of communication, decision making, and conflict management will assist in managing contests and working with coaches, players, and parents.
- Discussions on personal fitness and injury prevention, time management, legal rights and responsibilities, and career development will help future officials manage the off-the-field aspects of being an official.

Endorsed by Referee Enterprises, Inc., publishers of *Referee* magazine, *Successful Sports Officiating, Second Edition* is the most comprehensive and authoritative text on the subject of officiating available today. Its practical approach will serve new officials well in their quest to understand and apply the principles of officiating.

To request an exam copy of *Successful Sports Officiating*, contact your sales representative at 800-747-4457 or [k12sales@hkusa.com](mailto:k12sales@hkusa.com).



*Fundamentals of Athletic Training, Third Edition*

Lorin A. Cartwright, MS, ATC, and  
William A. Pitney, EdD, ATC, FNATA

2011 • Hardback • 408 pp

ISBN 978-0-7360-8373-7

Price: \$69.00

## An excellent introduction to the athletic training profession

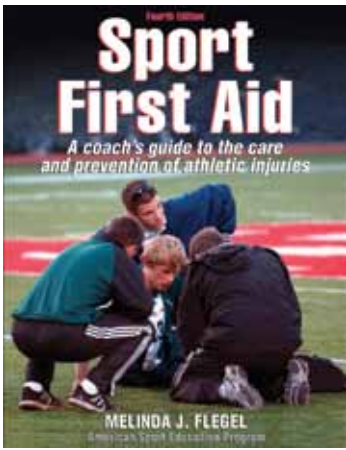
**Audience:** An introductory textbook for high school students taking courses in athletic training or sports medicine and a guidebook for students assisting with their high school athletic program.

*Fundamentals of Athletic Training, Third Edition*, explains foundational concepts in athletic training and presents injuries and illnesses commonly encountered by certified athletic trainers. Written specifically for high school students, this text develops the knowledge and skills of students assisting athletic trainers on the field and in the training room as well as those considering future careers as sports medicine professionals.

To request an exam copy of *Fundamentals of Athletic Training*, contact your sales representative at 800-747-4457 or [k12sales@hkusa.com](mailto:k12sales@hkusa.com). For a table of contents, visit [www.HumanKinetics.com/FundamentalsOfAthleticTraining](http://www.HumanKinetics.com/FundamentalsOfAthleticTraining).

### Ancillaries

A complete set of teacher ancillaries are available free with an adoption, including an instructor guide, test package, image bank, and anatomy CD-ROM. For details, visit [www.HumanKinetics.com/FundamentalsOfAthleticTraining](http://www.HumanKinetics.com/FundamentalsOfAthleticTraining).



**Sport First Aid, Fourth Edition**

Melinda Flegel  
2008 • Paperback • 328 pp  
ISBN 978-0-7360-7601-2  
\$39.95 (\$42.95 CDN)

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

**Audience:** High school instructors looking to offer first aid courses to students as part of coaching, physical education, or health programs. Also a guidebook for students assisting with their high school athletic program or other sport organizations.

*Sport First Aid* provides coaches-in-training with clear guidelines on what's expected of them as first responders to conditions coaches can expect to encounter on the playing field.

*Sport First Aid* covers protocols for

- conducting emergency action steps and providing life support;
- conducting the physical assessment and administering first aid for bleeding, tissue damage, and unstable injuries;
- moving injured athletes and returning athletes to play.

Other features include

- guidelines for using cardiopulmonary resuscitation (CPR) and automated external defibrillators (AED), treating concussions, and preventing and recognizing methicillin-resistant staphylococcus aureus infections (MRSA).
- a section on anabolic steroids and performance-enhancing drugs that assists students in recognizing the effects and dangers of performance enhancers and steroids.
- strategies for reducing athletes' risk of injury, such as implementing conditioning programs, creating safe playing environments, planning for weather emergencies, ensuring proper fitting and use of equipment, enforcing proper skills and safety rules, and developing a medical emergency plan.

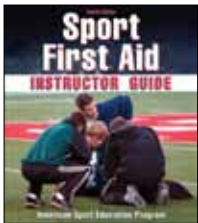
## Ready-made coaching course offers students certification option

*Sport First Aid, Fourth Edition*, is the primary text for the Sport First Aid course offered by ASEP. Sport First Aid is a part of ASEP's coaching certification program, recognized by numerous state high school associations, state departments of education, and individual school districts in meeting coaching education requirements. By offering the course, your students will be prepared to take ASEP's Sport First Aid certification test. In most instances, your students will be one step closer to being certified to coach at the high school level in your state—a certification that will travel with them for a lifetime.

Contact your sales representative for more information on how you can receive complimentary desk copies of course materials for your review and adopt the ASEP Sport First Aid course.

## Course Ancillaries

As a Sport First Aid course adopter, you receive complimentary copies of the *Sport First Aid Instructor Guide*, *Sport First Aid Instructor DVD*, *Sport First Aid Classroom Study Guide*, and *Sport First Aid Certification Test*.



**Sport First Aid Instructor Guide**

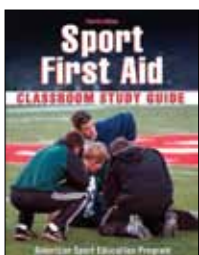
A unit-by-unit, step-by-step guide of how to conduct the course in a classroom setting. With this resource, the work of developing lesson plans has been done for you.

**Sport First Aid Instructor DVD**

Contains more than 60 minutes of video that you'll use to introduce course units and highlight key learning objectives.

**Sport First Aid Classroom Study Guide**

A companion piece to the *Sport First Aid* text that includes in-class activities and at-home self-study exercises for your students.



**Sport First Aid Certification Test**

The official test that qualifies students to earn the ASEP Sport First Aid certification.

**Sport First Aid Classroom Course**

ISBN 978-0-7360-7931-0

Student package includes the following:

*Sport First Aid, Fourth Edition*  
*Sport First Aid Classroom Study Guide*

Test packet (includes print test questions and scan form)

Base price: \$50.00

FOURTH EDITION

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*The most authoritative guide on coaching principles*

**Rainer Martens**  
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The most authoritative,  
time-tested coaching  
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