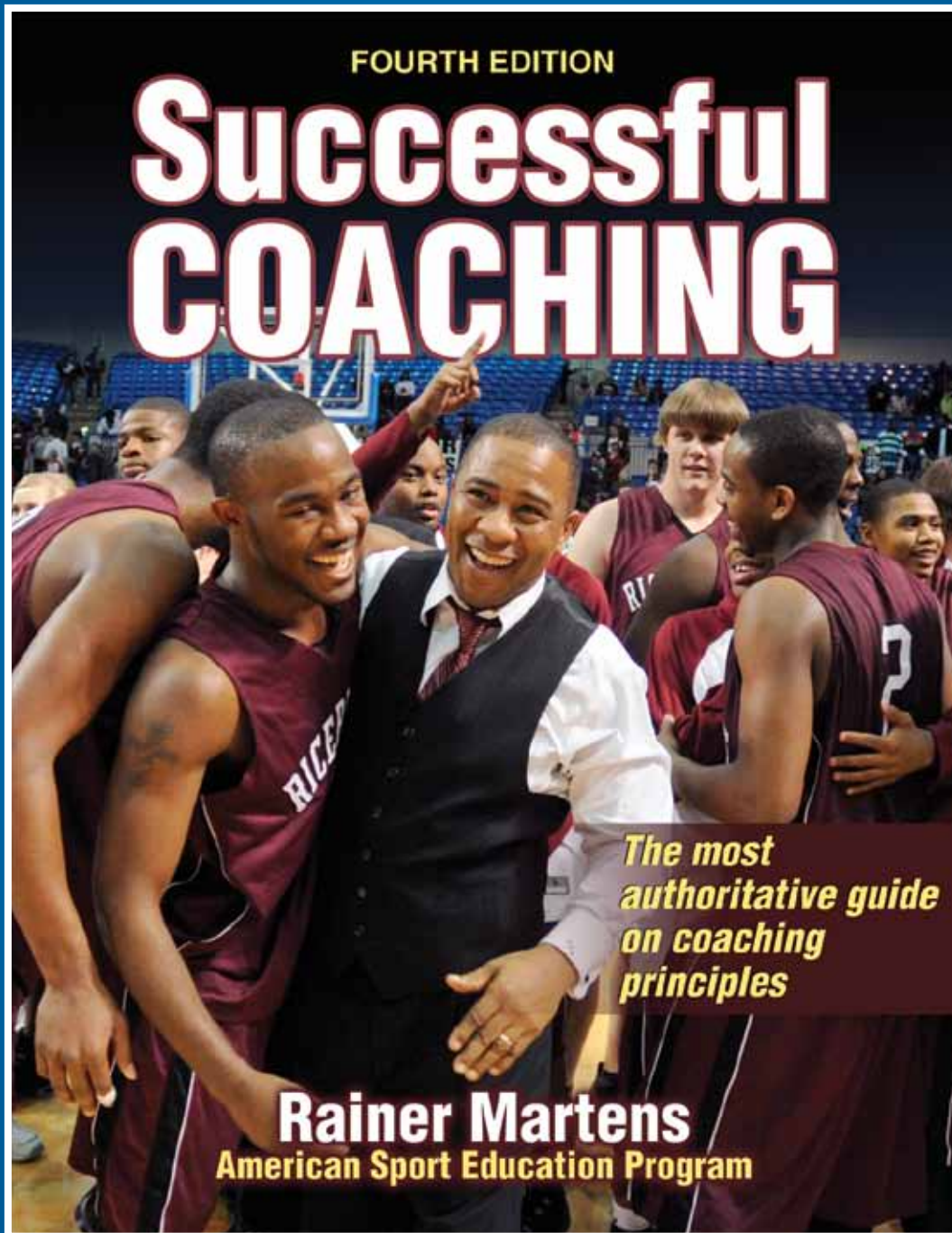
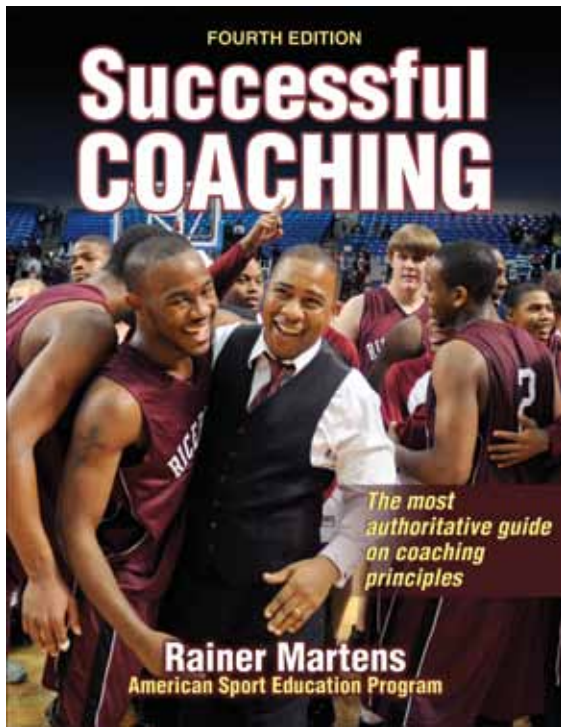


New Edition!

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





Successful Coaching, Fourth Edition

Rainer Martens

2012 • Paperback • Approx. 488 pp

ISBN 978-1-4504-0051-0 • \$49.95

(\$53.95 CDN; £29.99 UK; €36.00 EURO)

eBook ISBN 978-1-4504-2852-1 • \$39.95

(\$42.95 CDN; £19.99 UK; €24.00 EURO)

New edition! A comprehensive guide to the art and science of coaching

Audience: A text for college students taking coaching courses, such as *Fundamentals of Coaching and Principles 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** of *Successful Coaching* offers students a comprehensive guide to every aspect of coaching.

Written by American Sport Education Program (ASEP) founder **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 a comprehensive understanding of a coach's responsibilities before, during, and after the sport season;
- identify and develop a coaching philosophy;
- clarify coaching objectives and determine a coaching style;
- improve communication and behavioral management skills;
- 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 about seven management functions that demand considerable 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.

New to this edition

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.

Social media didn't exist when the previous edition of *Successful Coaching* was released. In the new edition, Martens presents **guidelines for using social media** to communicate with fans, donors, sponsors, and athletes. Also included are tips for establishing policies addressing the use of social media and possible consequences coaches can use when athletes violate social media policies.

Sidebars 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.

Contents

- Preface
- Instructor Resources
- Acknowledgments
- Becoming a Successful Coach
- Credits

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- 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

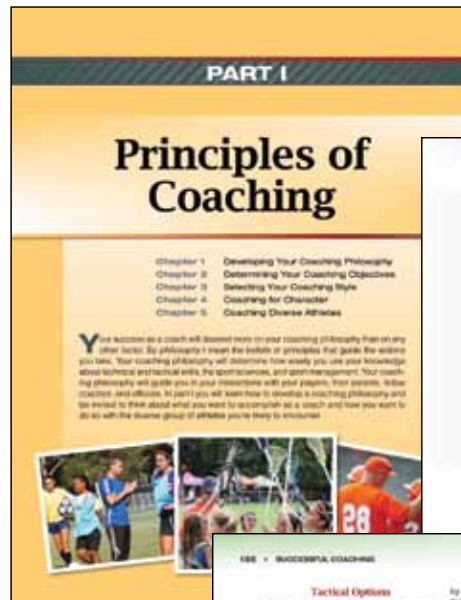
- Part II. Principles of Behavior**
- Chapter 6.** Communicating With Your Athletes
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- Part III. Principles of Teaching**
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- Chapter 18.** Managing Your Team
 - Chapter 19.** Managing Relationships
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- Epilogue
- Appendix.** ASEP Coaches Education Programs
- References
- Index**
- About the Author



View Successful Coaching sample pages and excerpts at www.HumanKinetics.com/SuccessfulCoaching4E

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. 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

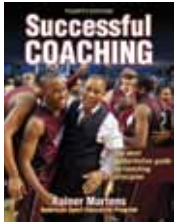
This comprehensive resource includes all of the figures and tables from the text, sorted by chapter. Images can be used to develop a customized presentation based on specific course requirements. A blank PowerPoint template is provided so instructors can quickly insert images from the image bank to create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

Coaching Principles course offers students more substance—and certification

Successful Coaching is an excellent stand-alone textbook, but its positive influence on future coaches is even more profound when used in tandem with its companion **Coaching Principles course**. Offered through the American Sport Education Program (ASEP), Coaching Principles is the flagship course in **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.



Each student receives a copy of *Successful Coaching*

By adopting Coaching Principles, you can offer your students a coaching course with the added bonus of a **recognized certification**. Coaching Principles features a ready-to-implement certification-driven curriculum and test based on the *Successful Coaching* text that you can implement as a semester-long course or as a supplement to the coaching course you've developed. **Course ancillaries**—including an instructor guide, DVD, and certification test—lead you through the delivery of the course while leaving enough flexibility for you to make the course your

own. Each student receives a copy of *Successful Coaching*, plus other ancillaries that offer more robust exploration of the concepts presented in the text (see the Course Ancillaries section for details). Alternatively, there's an **online version of Coaching Principles** that you can offer in tandem with your current course which also qualifies students for certification. Adoption of the *Successful Coaching* text alone does not afford you or your students this certification opportunity. Adopt the entire 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 certification**.

Course content

In developing Coaching Principles 30 years ago, sport psychologist and ASEP founder Rainer Martens conducted extensive research on youth sports and concluded that the most effective way to change the culture of sport and positively influence athletes is through coach education. This training was revolutionary three decades ago and is absolutely necessary today.

Coaching Principles provides the underpinnings of what it takes to be a successful coach—beyond the Xs and Os. Through the course, coaches are challenged to

- define who they are as coaches (their coaching philosophy, objectives, and style), coach for character, and coach diverse athletes (units 1-2);
- enhance communication skills and manage athletes' behavior (unit 3);
- coach using the games approach and become more effective teachers of technical and tactical skills (unit 4);
- train athletes for energy and muscular fitness, fuel athletes, and battle drugs (unit 5); and
- manage a team, relationships, and risk (units 6-7).

Online course offers students alternative certification option

Coaching Principles is available as an online course which also satisfies the coaching education requirements of many states and school districts. The course's 20 units lead students chapter by chapter through the *Successful Coaching* text and bring concepts to life through interactive activities, audio clips, video vignettes, self-evaluations, and unit quizzes. If you're looking to offer your students more opportunities for online instruction—and the bonus of a recognized certification—Coaching Principles online course may be an option for you.

Coaching Principles Resources

Classroom Course*

Coaching Principles Classroom Course - 4th Edition

ISBN 978-1-4504-3074-6 • \$70.00
(\$75.95 CDN; £51.99 UK; €62.40 EURO)

Student package includes the following:
Successful Coaching, Fourth Edition
Coaching Principles Workbook

Coaching Principles Online Workbook
Test packet (includes print test questions and scan form)

Coaching Principles Classroom Course - 4th Edition with eBook

ISBN 978-1-4504-3305-1 • \$60.00 US
(\$64.95 CDN; £49.99 UK; €60.00 EURO)

Student package includes the following:
Successful Coaching, Fourth Edition eBook
Coaching Principles Workbook

Coaching Principles Online Workbook
Test packet (includes print test questions and scan form)

Online Course*

Coaching Principles Online Course - 4th Edition

ISBN 978-1-4504-3050-0 • \$70.00
(\$75.95 CDN; £51.99 UK; €62.40 EURO)

For your bookstore: This course is also available to be sold through your campus bookstore. Bookstores must order packaged keycodes from Human Kinetics using a different ISBN (978-1-4504-3073-9). Contact your HK sales rep for details.

Student package includes the following:
Successful Coaching, Fourth Edition
Online course
Online test

Coaching Principles Online Course - 4th Edition with eBook

ISBN 978-1-4504-3307-5 • \$60.00
(\$64.95 CDN; £49.99 UK; €60.00 EURO)

For your bookstore: This course is also available to be sold through your campus bookstore. Bookstores must order packaged keycodes from Human Kinetics using a different ISBN (978-1-4504-3308-2). Contact your HK sales rep for details.

Student package includes the following:
Successful Coaching, Fourth Edition eBook
Online course
Online test

Course Ancillaries

Coaching Principles Instructor Guide

A unit-by-unit guide for conducting the course in a classroom setting. With this resource, the work of developing lesson plans has been done for you. The guide's built-in flexibility allows you to tailor your course to your specifications; you pick and choose the lessons and activities you want to present in class or to assign as self-study. The instructor guide is offered free of charge to ASEP higher education course adopters as a PDF.

Coaching Principles Instructor DVD

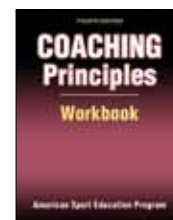
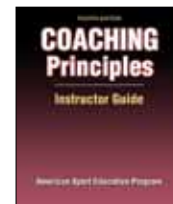
Contains over 20 clips totaling more than 90 minutes of all-new video that you'll show during your class to introduce course units and highlight key learning objectives.

Coaching Principles Workbook

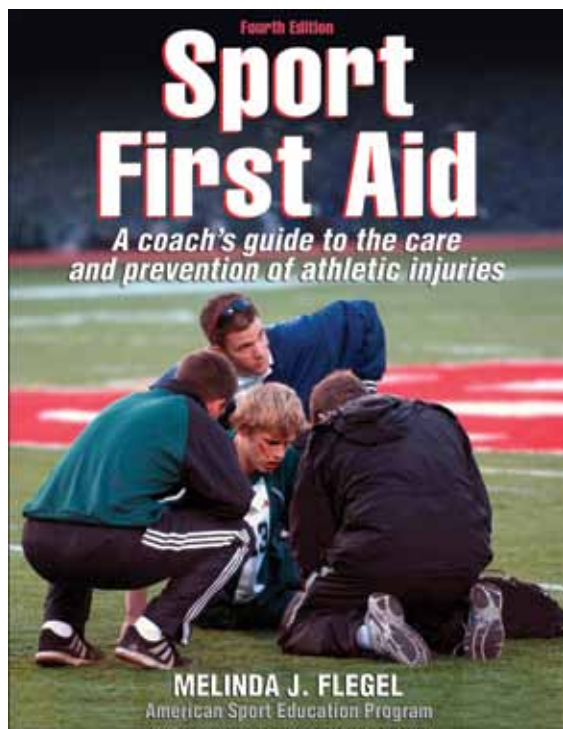
A 150-page companion piece to the *Successful Coaching* text that includes in-class activities and self-study exercises for students. Students receive a copy of the workbook.

Coaching Principles Certification Test

The official test that qualifies students to earn the ASEP Coaching Principles certification. Coaches and students have the option of taking the test paper-pencil or online.



*For the states of California, Illinois, Virginia, and West Virginia, there is a state-specific component that's included in the Coaching Principles course. **These states have unique ISBNs for their courses and prices may vary.** If you're from one of these states, contact your sales representative for the correct ISBN for the course you're offering.



Sport First Aid, Fourth Edition

Melinda Flegel
 2008 • Paperback • 320 pages
 ISBN 978-0-7360-7601-2 • \$39.95
 (\$42.95 CDN; £26.99 UK; €32.40 EURO)

Contents

- Part I. Introduction to Sport First Aid**
- Chapter 1.** Your Role on the Athletic Health Care Team
- Chapter 2.** Sport First Aid Game Plan
- Part II. Basic Sport First Aid Skills**
- Chapter 3.** Anatomy and Sport Injury Terminology
- Chapter 4.** Emergency Action Steps and Providing Life Support
- Chapter 5.** Physical Assessment and First Aid Techniques
- Chapter 6.** Moving Injured or Sick Athletes
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- Chapter 8.** Closed Head and Spine Injuries
- Chapter 9.** Internal Organ Injuries
- Chapter 10.** Sudden Illnesses
- Chapter 11.** Weather-Related Problems
- Chapter 12.** Upper Body Musculoskeletal Injuries
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- Chapter 14.** Facial and Scalp Injuries
- Chapter 15.** Skin Problems
- Appendix A.** First Aid Protocols
- Appendix B.** ASEP Coaches Education Program

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

Audience: A text for first aid courses as part of coaching, physical education, care and prevention of athletic injuries, or health programs.

Sport First Aid is written from a coach-as-first-responder perspective. This fourth edition provides coaches-in-training with guidelines on what's expected of them as first responders, as well as action steps for the care and prevention of more than 110 athletic injuries and illnesses.

Sport First Aid specifically addresses 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 an injured athlete and returning athletes to play.

Other features include

- guidelines for using cardiopulmonary resuscitation (CPR) and automated external defibrillators (AED).
- the latest information on 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 of performance enhancers and in educating athletes on the dangers of steroid use.
- strategies for greatly reducing athletes' risk of injury or illness, such as implementing preseason conditioning programs, creating safe playing environments, planning for weather emergencies, ensuring proper fitting and use of protective equipment, enforcing proper sports 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 the American Sport Education Program (ASEP). Offered either in the classroom or online, *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. 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.

Course ancillaries

In addition to the text, 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*.



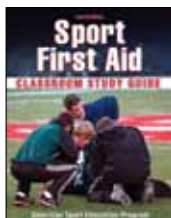
Sport First Aid Instructor Guide
 A unit-by-unit, step-by-step guide of how to conduct the course in a classroom setting. The instructor guide is offered free of charge to course adopters.

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 • \$50.00 (\$53.95; £39.99 UK; €48.00 EURO)
 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)

Sport First Aid Instructor DVD

Contains over 20 clips totaling more than 60 minutes of video that introduce course units and highlight key learning objectives.



Sport First Aid Classroom Study Guide
 A 200-page companion piece to the *Sport First Aid* text that includes in-class activities and at-home self-study exercises. Students receive a copy of the workbook.

Sport First Aid Online Course
 ISBN 978-0-7360-7609-8 • \$50.00 (\$53.95; £39.99 UK; €48.00 EURO)
For Bookstore: ISBN 978-0-7360-8021-7
 Student package includes the following:
Sport First Aid, Fourth Edition
Sport First Aid Online Study Guide
 Online test

Sport-specific courses break down the Xs and Os

Each sport has its unique set of skills for athletes to learn, practice, and master. From Coaching [Sport] Technical and Tactical Skills courses, offered exclusively online, coaches gain a solid understanding of sport-specific technical and tactical skills in order to teach them effectively.

The courses are heavy on skill demonstration and error detection and correction. Through a partnership with Dartfish, ASEP has incorporated aspects of the Dartfish video technology into the courses. Coaches can break down technical and tactical skills by viewing Dartfish media books that allow users to view video frame by frame. Coaches will also gain valuable insight on developing practice and season plans and coaching on game day.

For each sport, the courses cover these topics:

- Teaching sport skills and evaluating technical and tactical skills
- Teaching technical skills (offensive and defensive)
- Teaching tactical skills (offensive and defensive)
- Planning for teaching (season plans and practice plans)
- Game coaching (before, during, and after the game)

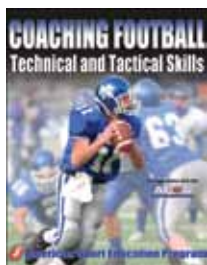
Contact your sales representative for more information on how you can receive complimentary desk copies of course materials for your review and adopt the ASEP Coaching [Sport] Technical and Tactical Skills courses. Textbooks for sport-specific technical and tactical skills courses are available for adoption separately.



Coaching Baseball Technical and Tactical Skills

ASEP with Tom O'Connell
2006 • Paperback • 272 pp
Text ISBN 978-0-7360-4703-6 • \$22.95
(\$24.95 CDN; £12.99 UK; €15.60 EURO)
eBook ISBN 978-0-7360-8532-8 • \$19.95
(\$18.95 CDN; £11.99 UK; €14.40 EURO)
Online course ISBN 978-0-7360-4422-6 • \$49.95
(\$53.95 CDN; £39.99 UK; €48.00 EURO)

For your bookstore: This course is also available to be sold through your campus bookstore. Bookstores must order packaged keycodes from Human Kinetics using a different ISBN (978-0-7360-7372-1). Contact your HK sales representative for details.



Coaching Football Technical and Tactical Skills

ASEP with Rob Ash
2006 • Paperback • 376 pp
Text ISBN 978-0-7360-5184-2 • \$24.95
(\$26.95 CDN; £14.99 UK; €18.00 EURO)
eBook ISBN 978-0-7360-8534-2 • \$17.95
(\$18.95 CDN; £12.98 UK; €15.60 EURO)
Online course ISBN 978-0-7360-7202-1 • \$49.95
(\$53.95 CDN; £39.99 UK; €48.00 EURO)

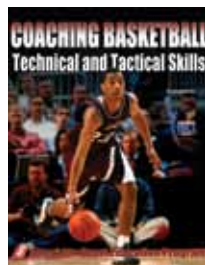
For your bookstore: This course is also available to be sold through your campus bookstore. Bookstores must order packaged keycodes from Human Kinetics using a different ISBN (978-0-7360-4524-7). Contact your HK sales representative for details.



Coaching Tennis Technical and Tactical Skills

ASEP with Kirk Anderson
2009 • Paperback • 272 pp
Text ISBN 978-0-7360-5380-8 • \$21.95
(\$23.95 CDN; £14.99 UK; €18.00 EURO)
eBook ISBN 978-0-7360-8607-3 • \$21.95
(\$21.95 CDN; £13.99 UK; €16.80 EURO)
Online course ISBN 978-0-7360-7398-1 • \$49.95
(\$53.95 CDN; £39.99 UK; €48.00 EURO)

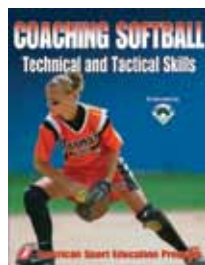
For your bookstore: This course is also available to be sold through your campus bookstore. Bookstores must order packaged keycodes from Human Kinetics using a different ISBN (978-1-4504-1083-0). Contact your HK sales representative for details.



Coaching Basketball Technical and Tactical Skills

2007 • Paperback • 272 pp
ASEP with Kathy McGee
Text ISBN 978-0-7360-4705-0 • \$24.95
(\$26.95 CDN; £12.99 UK; €15.60 EURO)
eBook ISBN 978-0-7360-8533-5 • \$17.95
(\$18.95 CDN; £12.98 UK; €15.60 EURO)
Online course ISBN 978-0-7360-4706-7 • \$49.95
(\$53.95 CDN; £39.99 UK; €48.00 EURO)

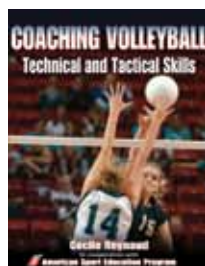
For your bookstore: This course is also available to be sold through your campus bookstore. Bookstores must order packaged keycodes from Human Kinetics using a different ISBN (978-0-7360-7432-2). Contact your HK sales representative for details.



Coaching Softball Technical and Tactical Skills

ASEP with Kirk Walker and Mona Stevens
2009 • Paperback • 272 pp
Text ISBN 978-0-7360-5376-1 • \$24.95
(\$26.95 CDN; £12.99 UK; €15.60 EURO)
eBook ISBN 978-0-7360-8535-9 • \$17.95
(\$18.95 CDN; £11.99 UK; €14.40 EURO)
Online course ISBN 978-0-7360-5368-6 • \$49.95
(\$53.95 CDN; £39.99 UK; €48.00 EURO)

For your bookstore: This course is also available to be sold through your campus bookstore. Bookstores must order packaged keycodes from Human Kinetics using a different ISBN (978-1-4504-1082-3). Contact your HK sales representative for details.



Coaching Volleyball Technical and Tactical Skills

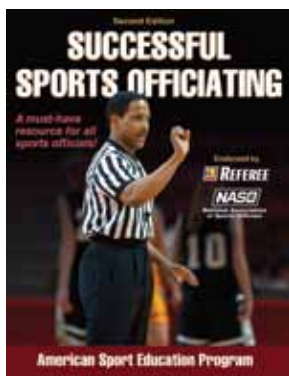
ASEP with Cecile Reynaud
2011 • Paperback • 256 pp
Text ISBN 978-0-7360-5384-6 • \$19.95
(\$21.95 CDN; £13.99 UK; €16.80 EURO)
eBook ISBN 978-1-4504-1470-8 • \$19.95
(\$18.95 CDN; £12.98 UK; €15.60 EURO)

Coaching [Sport] Principles online courses are available for cheerleading, golf, soccer, strength and conditioning, swimming, track and field, volleyball, and wrestling. Contact your sales representative for ISBNs and prices.



About ASEP

Offered through Human Kinetics, the American Sport Education Program (ASEP) is the leading provider of 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; individual school districts; and colleges and universities.



Make the call to offer an officiating course for your students

There's a tremendous shortage of officials in youth and high school sports, and for ambitious students looking to stay connected to their favorite sports and earn a nice side income, becoming an official is a great opportunity. *Successful Sports Officiating, Second Edition*, will help prepare aspiring and inexperienced officials for the rigors of the job. Written by leading experts in the officiating field, this second edition has been completely revised and updated and 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 future officials in managing contests and working with coaches, players, and parents.
- Discussions on personal fitness, time management, and legal rights and responsibilities, 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 text for the ASEP Officiating Principles online course (see next section for more information). *Successful Sports Officiating* is the reflection of decades of experience, and its practical approach will serve new officials well in their quest to understand and apply the principles of successful officiating.

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; £16.99 UK; €20.40 EURO)

eBook ISBN 978-1-4504-1476-0 • \$24.95 (\$23.95 CDN; £14.99 UK; €18.00 EURO)



Add an online officiating component to your curriculum

Officiating Principles is a sport-neutral online course that leads students chapter by chapter through the *Successful Sports Officiating* text. Satisfy your students' demand for online education by supplementing your coaching or physical education course with this convenient course. Students will gain valuable officiating training and learn what it takes to be a successful sport official.

Featuring reading assignments, audio and video vignettes, and interactive activities and quizzes, Officiating Principles challenges students with real-life situations—on and off the court—offering essential preparation for new or inexperienced officials.

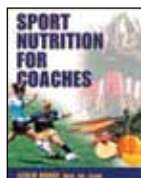
Upon passing the test, students can print a certificate and are entered into the ASEP National Officials Registry, an online database of officials. With the Officiating Principles online course, students will be prepared, confident, and motivated to officiate contests.

Officiating Principles, Second Edition online course

ISBN 978-1-4504-1652-8 • \$50.00

For your bookstore: This course is also available to be sold through your campus bookstore. Bookstores must order packaged keycodes from Human Kinetics using a different ISBN (978-1-4504-1653-5). Contact your HK sales representative for details.

Additional ASEP coaching texts available for adoption



Sport Nutrition for Coaches

Leslie Bonci

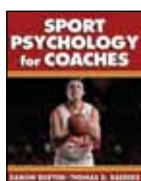
2009 • Paperback • 272 pp

ISBN 978-0-7360-6917-5 • \$26.95

(\$28.95 CDN; £18.99 UK; €22.80 EURO)

eBook ISBN 978-0-7360-8610-3 • \$26.95

(\$25.95 CDN; £16.99 UK; €20.40 EURO)



Sport Psychology for Coaches

Damon Burton and Tom Raedeke

2008 • Paperback • 304 pp

ISBN 978-0-7360-3986-4 • \$39.00

(\$41.95 CDN; £25.99 UK; €31.20 EURO)

eBook ISBN 978-0-7360-9330-9 • \$22.00

(\$23.95 CDN; £16.99 UK; €20.40 EURO)



Sport Physiology for Coaches

Brian Sharkey and Steven Gaskill

2006 • Paperback • 320 pp

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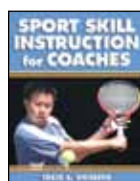
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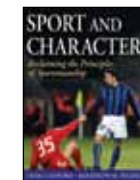
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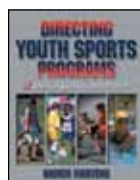
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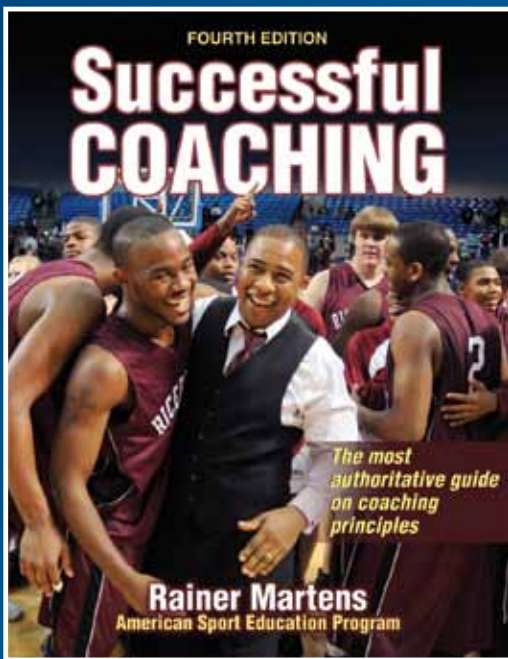
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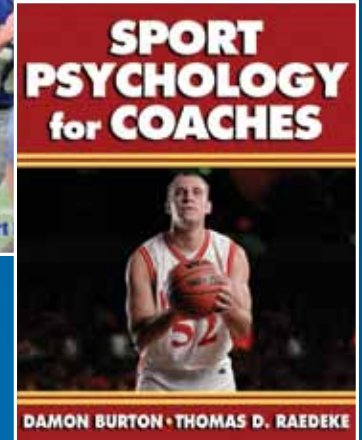
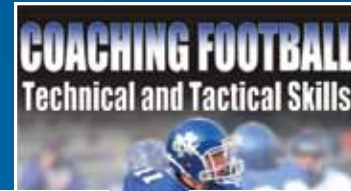
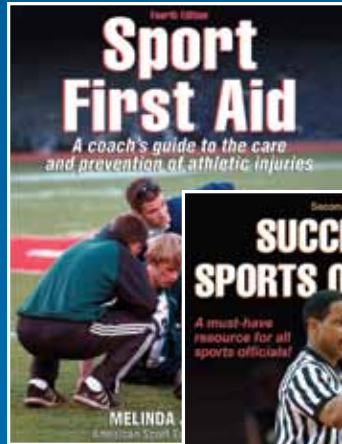
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