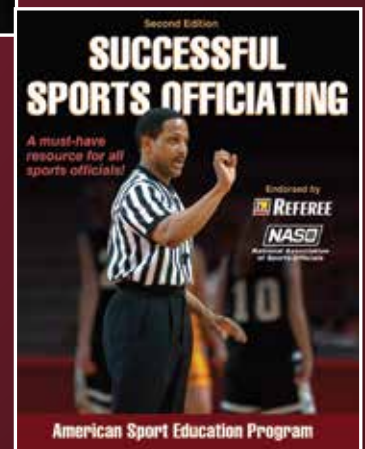
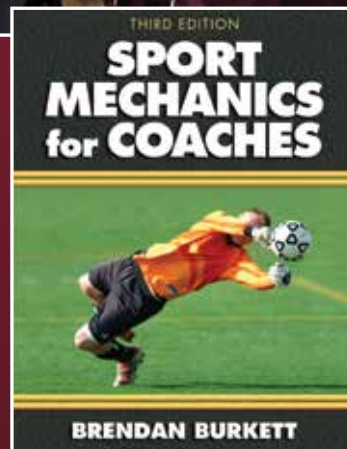
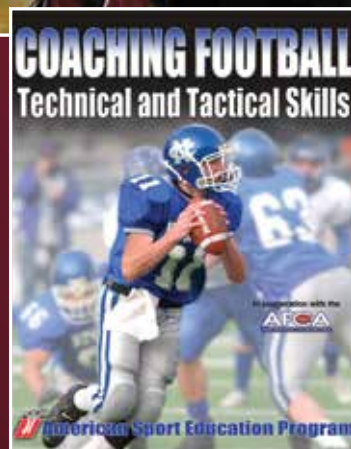
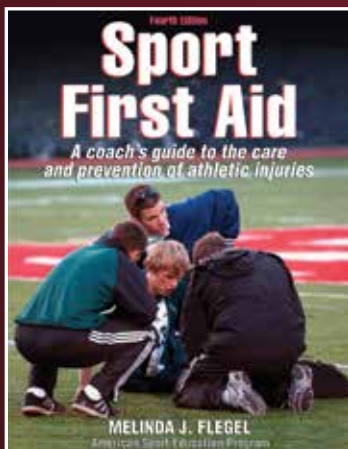
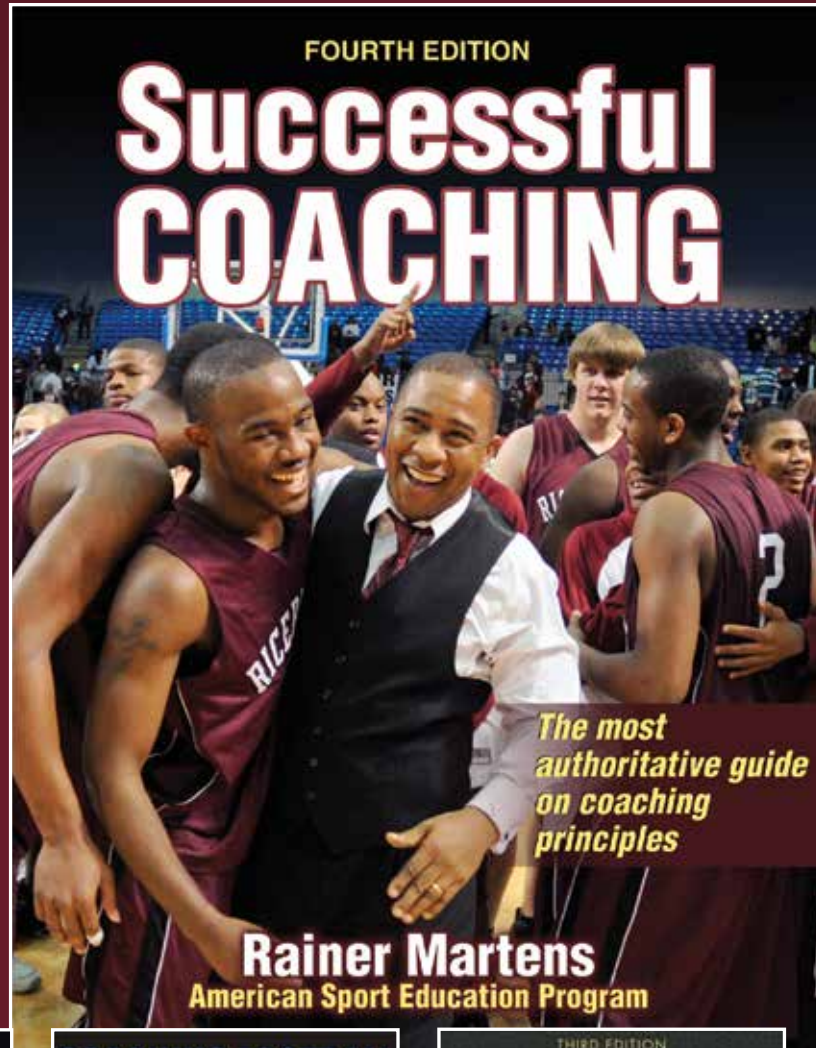
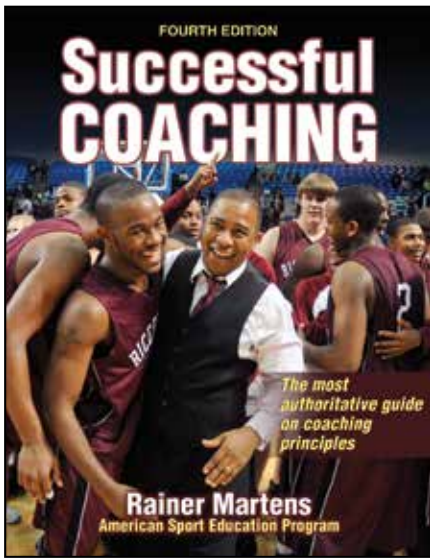


Train tomorrow's coaches  
with the most authoritative  
coaching resources



**American Sport  
Education Program**



**Coaching Principles Classroom Course  
Fourth Edition with Paperback**  
ISBN 978-1-4504-3074-6 • \$70.00

**Coaching Principles Classroom Course  
Fourth Edition with E-book**  
ISBN 978-1-4504-3305-1 • \$60.00

**Coaching Principles Online Course  
Fourth Edition with Paperback**  
ISBN 978-1-4504-3050-0 • \$70.00

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

**Coaching Principles Online Course  
Fourth Edition with E-book**  
ISBN 978-1-4504-3307-5 • \$60.00

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

For the states of California, Illinois, Virginia, and West Virginia, there is a state-specific component that's included with 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.

## 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.
- Incorporate its ready-made certification-driven curriculum and test into a semester-long course or supplement the coaching course you've developed.
- 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.

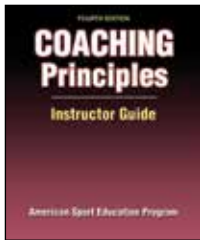
Through Coaching Principles, you'll engage students on critical issues such as preventing bullying, using social media, and avoiding performance-enhancing drugs which they must be prepared to address as coaches. For instance, guidelines are provided for using social media to communicate with fans, donors, 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.

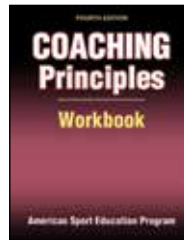
Contact your sales representative for more information on how you can receive complimentary review copies of any of the course materials and texts listed in this brochure. See mail panel for contact information. Or, request a review copy by completing and mailing the attached card.

## Course ancillaries



As a Coaching Principles course adopter, you receive complimentary ancillaries including the *Successful Coaching* textbook, *Coaching Principles Instructor Guide* (PDF), *Coaching Principles Instructor DVD*, *Coaching Principles Workbook*, Coaching Principles Certification Test, and *Successful Coaching* online text ancillaries. For details, visit [www.HumanKinetics.com/CoachingPrinciples](http://www.HumanKinetics.com/CoachingPrinciples) or contact your sales representative.

## Student resources



The course package that students receive includes the following:

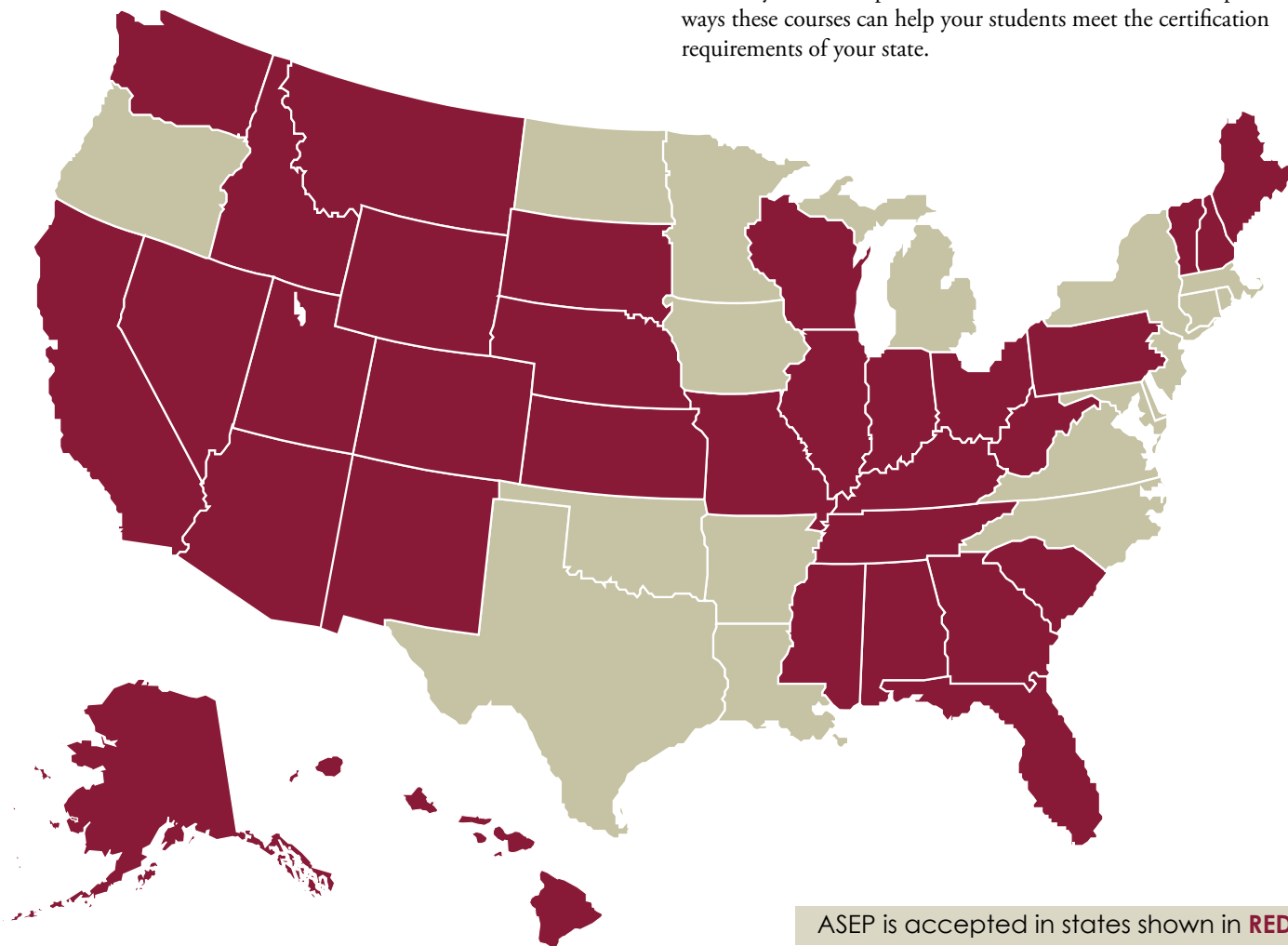
- The *Successful Coaching, Fourth Edition* textbook (print or e-book format);
- The *Coaching Principles Workbook*\* containing classroom activities that you'll incorporate into your course (\*not included in online course package);
- Access to the Coaching Principles Online Component, an online supplement containing forms, checklists, tip sheets, and sample practice and season plans; and
- The 100-question course test, deliverable in online or paper-based formats.

## States in which Coaching Principles or Sport First Aid meet state high school coaching education requirements

*Coaching Principles* and *Sport First Aid* courses enjoy widespread acceptance by state high school associations for meeting coaching education requirements. By adopting these courses, it's likely your students will leave your classroom a step closer to being certified to coach at the high school level in your state—and in more than 30 others.

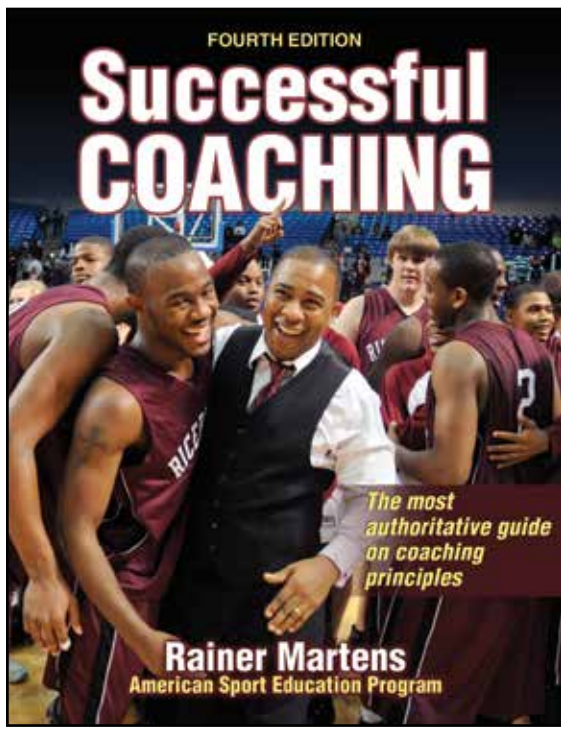
Many states—including Arizona, Colorado, Florida, and Illinois—accept both courses for satisfying coaching education requirements. Certain states—like California and Illinois—have customized the *Coaching Principles* course with a state-specific add-on to offer additional content.

Contact your sales representative to learn more about the specific ways these courses can help your students meet the certification requirements of your state.



ASEP is accepted in states shown in **RED**.





**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

## New fourth edition!

*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](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. Contact your sales representative for details.

## Contents

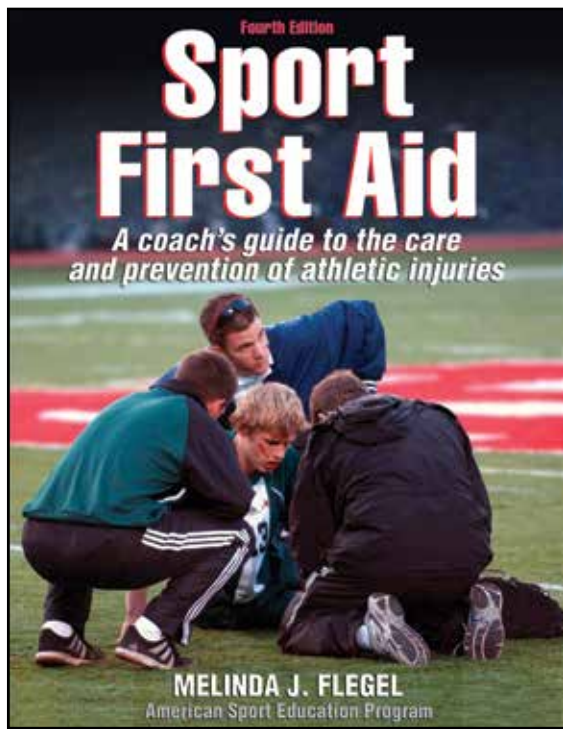
<b>Part I.</b>	<b>Principles of Coaching</b>
<b>Chapter 1.</b>	Developing Your Coaching Philosophy
<b>Chapter 2.</b>	Determining Your Coaching Objectives
<b>Chapter 3.</b>	Selecting Your Coaching Style
<b>Chapter 4.</b>	Coaching for Character
<b>Chapter 5.</b>	Coaching Diverse Athletes
<b>Part II.</b>	<b>Principles of Behavior</b>
<b>Chapter 6.</b>	Communicating With Your Athletes
<b>Chapter 7.</b>	Motivating Your Athletes
<b>Chapter 8.</b>	Managing Your Athletes' Behavior
<b>Part III.</b>	<b>Principles of Teaching</b>
<b>Chapter 9.</b>	The Games Approach
<b>Chapter 10.</b>	Teaching Technical Skills
<b>Chapter 11.</b>	Teaching Tactical Skills
<b>Chapter 12.</b>	Planning for Teaching
<b>Part IV.</b>	<b>Principles of Physical Training</b>
<b>Chapter 13.</b>	Training Basics
<b>Chapter 14.</b>	Training for Energy Fitness
<b>Chapter 15.</b>	Training for Muscular Fitness
<b>Chapter 16.</b>	Fueling Your Athletes
<b>Chapter 17.</b>	Battling Drugs
<b>Part V.</b>	<b>Principles of Management</b>
<b>Chapter 18.</b>	Managing Your Team
<b>Chapter 19.</b>	Managing Relationships
<b>Chapter 20.</b>	Managing Risk



## About ASEP

Offered through Human Kinetics, 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 colleges and universities.





***Sport First Aid Classroom Course***  
ISBN 978-0-7360-7931-0 • \$50.00

***Sport First Aid Online Course***  
ISBN 978-0-7360-7609-8 • \$50.00

**For your bookstore:** This course is also available to be sold through your campus bookstore. Bookstores must order packaged key codes from Human Kinetics using a different ISBN (978-0-7360-8021-7). Contact your sales representative for details.

***Sport First Aid, Fourth Edition***  
Melinda Flegel  
2008 • Paperback • 320 pages  
ISBN 978-0-7360-7601-2 • \$39.95

*Sport First Aid* is available for adoption as a stand-alone text.

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

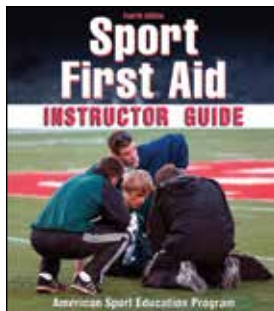
In addition to Coaching Principles, the Sport First Aid course is part of our suite of coaching courses recognized by numerous state high school associations and individual school districts in meeting coaching education requirements. Based on the *Sport First Aid, Fourth Edition* text, the course is 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

- 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.

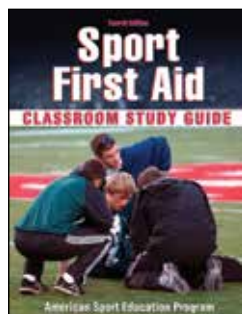
Sport First Aid also includes the latest information and guidelines for

- using cardiopulmonary resuscitation (CPR) and automated external defibrillators (AED);
- recognizing and treating concussions;
- preventing and recognizing methicillin-resistant *Staphylococcus aureus* infections (MRSA);
- recognizing the effects of performance-enhancing drugs and steroids; and
- 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.



## Course ancillaries

As a Sport First Aid course adopter, you receive complimentary copies of *Sport First Aid, Fourth Edition*, *Sport First Aid Instructor Guide*, *Sport First Aid Instructor DVD*, *Sport First Aid Classroom Study Guide*, and Sport First Aid Certification Test. Contact your sales representative for details.



## Student resources

The course package that students receive includes the following:

- The *Sport First Aid, Fourth Edition* textbook;
- The *Sport First Aid Classroom Study Guide*\* containing classroom activities that you'll incorporate into your course (\*not included in online course package); and
- The 75-question course test, deliverable in online or paper-based formats.



## Sport-specific courses break down the Xs and Os

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

For each sport, the online courses cover these main topics:

- teaching sport skills and evaluating technical and tactical skills;
- teaching offensive and defensive technical skills;
- teaching offensive and defensive tactical skills;
- planning for teaching with season plans and practice plans; and
- coaching before, during, and after the game.



### **Coaching Baseball Technical and Tactical Skills online course**

ISBN 978-0-7360-4422-6 • \$49.95  
K course ISBN 978-0-7360-7372-1



### **Coaching Basketball Technical and Tactical Skills online course**

ISBN 978-0-7360-4706-7 • \$49.95  
K course ISBN 978-0-7360-7432-2



### **Coaching Football Technical and Tactical Skills online course**

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K course ISBN 978-0-7360-4524-7



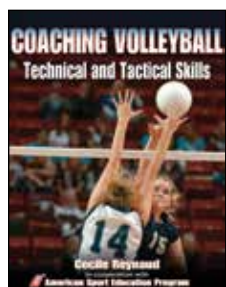
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K course ISBN 978-1-4504-1082-3



### **Coaching Tennis Technical and Tactical Skills online course**

ISBN 978-0-7360-7398-1 • \$49.95  
K course ISBN 978-1-4504-1083-0



### **Coaching Volleyball Technical and Tactical Skills (textbook adoption only)**

ASEP with Cecile Reynaud  
2010 • paperback • 256 pp  
ISBN 978-0-7360-5384-6 • \$19.95  
2010 • e-book • 256 pp  
ISBN 978-1-4504-1470-8 • \$19.95

Coaching [Sport] Principles courses are book-test online courses that also satisfy the sport-specific component of many states' coaching education requirements. For each course, an online study guide leads students chapter by chapter through the accompanying textbook.



### **Coaching Cheerleading Principles**

978-0-7360-8704-9 • \$49.95



### **Coaching Golf Principles**

978-1-4504-0092-3 • \$49.95



### **Coaching Soccer Principles**

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### **Coaching Track and Field Principles**

978-0-7360-9645-4 • \$49.95



### **Coaching Volleyball Principles**

978-0-7360-8703-2 • \$49.95



### **Coaching Wrestling Principles**

978-1-4504-1402-9 • \$49.95

### **Textbooks (print books and e-books) for sport-specific courses are available for adoption separately.**

Contact your sales representative for more information on how you can receive complimentary review copies of course materials. See mail panel for contact information. Or, request a review copy by completing and mailing the attached card.

**For your bookstore:** All courses listed on this page are available to be sold through your campus bookstore. For the technical and tactical skills courses, bookstores must order packaged key codes from Human Kinetics using different ISBNs (indicated as "K" course ISBNs). Contact your sales representative for details.



## Add an online officiating component to your curriculum

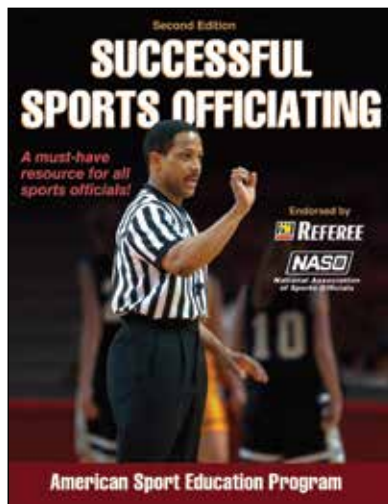
Officiating Principles is a sport-neutral online course that leads students chapter by chapter through the *Successful Sports Officiating* text. Satisfy your students' demand for online education by supplementing your coaching or physical education course with this convenient course. Students will gain 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.

### *Officiating Principles, Second Edition* online course

ISBN 978-1-4504-1652-8 • \$50.00

K course ISBN 978-1-4504-1653-5



## 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 hoping 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*, is available for adoption as a stand-alone text. Written by leading experts in the officiating field and endorsed by the National Association of Sports Officials (NASO) and Referee Enterprises, Inc., publishers of *Referee* magazine, *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 the National Association of Sports Officials

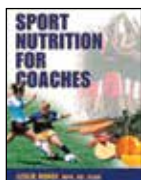
2011 • Paperback • 208 pp

ISBN 978-0-7360-9829-8 • \$24.95

2011 • e-book • 208 pp

ISBN 978-1-4504-1476-0 • \$24.95

## 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

e-book ISBN 978-0-7360-8610-3 • \$26.95



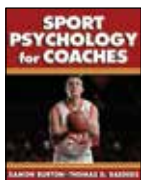
### *Sport Mechanics for Coaches, Third Edition*

Brendan Burkett

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ISBN 978-0-7360-8359-1 • \$39.00

e-book ISBN 978-0-7360-8974-6 • \$22.00



### *Sport Psychology for Coaches*

Damon Burton and Tom Raedeke

2008 • Paperback • 304 pp

ISBN 978-0-7360-3986-4 • \$39.00

e-book ISBN 978-0-7360-9330-9 • \$22.00



### *Sport Skill Instruction for Coaches*

Craig Wrisberg

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e-book ISBN 978-1-4504-0018-3 • \$21.00



### *Sport Physiology for Coaches*

Brian Sharkey and Steven Gaskill

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ISBN 978-0-7360-5172-9 • \$39.00



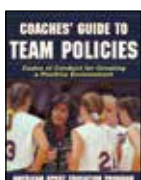
### *Sport and Character: Reclaiming the Principles of Sportsmanship*

Craig Clifford and Randolph Feezell

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ISBN 978-0-7360-8192-4 • \$16.95

e-book ISBN 978-0-7360-8609-7 • \$16.95

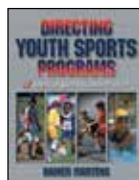


### *Coaches' Guide to Team Policies*

ASEP with Laurel MacKinnon

2007 • Paperback • 216 pp

ISBN 978-0-7360-6447-7 • \$35.00



### *Directing Youth Sports Programs*

Rainer Martens

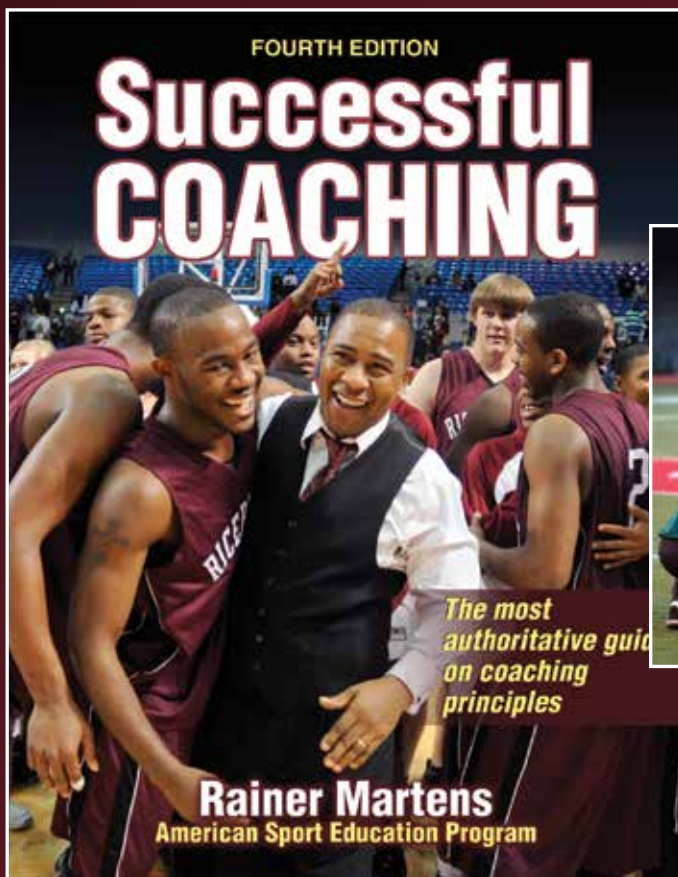
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Text ISBN 978-0-7360-3696-2 • \$30.95

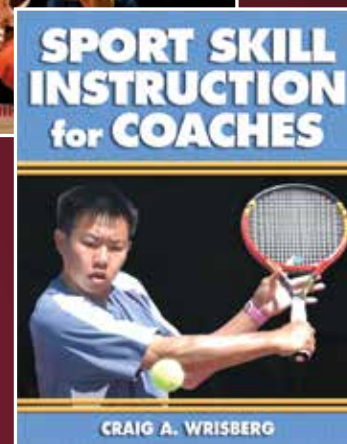
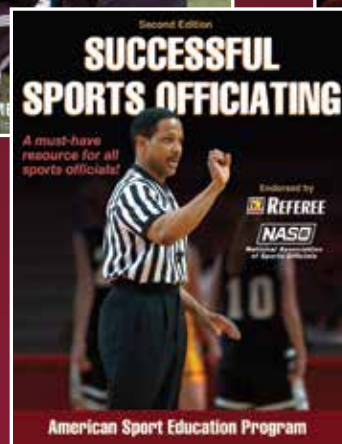
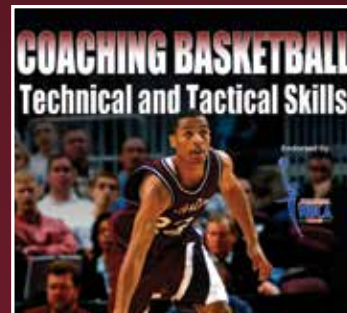
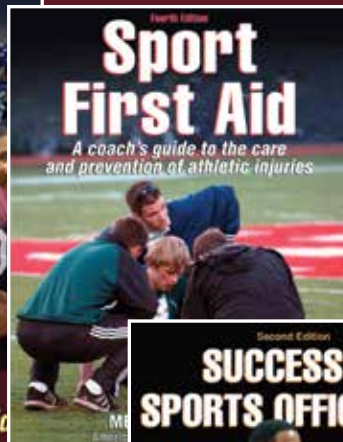
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The most authoritative, time-tested coaching resources available today!



Contact your sales representative for more information on adopting ASEP courses and texts

If you are interested in a review copy to consider for course adoption, fill out the reply card in the back of this brochure or complete your request online. Visit the Human Kinetics website ([www.HumanKinetics.com/Exam-Desk-Copy-Request-Form](http://www.HumanKinetics.com/Exam-Desk-Copy-Request-Form)) to submit your request for a review copy, instructor copy, or online ancillary. If you have any further questions, please feel free to contact your sales representative directly. They are happy to assist you in finding resources to specifically fit the needs of your course.



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