



PUBLICATIONS, VIDEOS & TRAINING AIDS AVAILABLE FROM ATFCA

GENERAL COACHING PUBLICATIONS

ATFCA Coaching Manual	\$37.00 (\$50.00) + \$8.50pp
ATFCA Orientation to Coaching Handbook	\$35.00 (\$35.00) + \$8.50pp
Proceedings of the 1996 ATFCA Congress	\$52.80 (\$58.30) + \$8.50pp
1997 Congress Readings	\$60.00 (\$65.00) + \$8.50pp
1998 Congress Readings	\$60.00 (\$65.00) + \$8.50pp
1999 Mondo Congress Readings	\$65.00 (\$70.00) + \$8.50pp
2001 Mondo Congress Readings	\$88.00 (\$94.00) + \$8.50pp
2002 Congress Readings	\$60.00 (\$66.00) + \$8.50pp
2005 Congress Readings	\$50.00 (\$56.00) + \$8.50pp
2007 Congress Readings	\$60.00 (\$66.00) + \$8.50pp
IAAF ^o Competition Rules 2008	\$12.00 (\$13.20) + \$8.50pp
IAAF ^o Scoring Tables for Combined Events	\$20.00 (\$22.00) + \$8.50pp
ACC [^] Beginning Coaching	\$17.00 (\$20.00) + \$8.50pp
ACC [^] Better Coaching: Advanced Coach's Manual 2 nd Ed.....	\$44.95 (\$49.95) + \$8.50pp
ACC [^] Better Coaching: LII Workbook	\$26.75 (\$29.75) + \$8.50pp
BAF* Assistant Club Coach Theory Manual (out of print)	\$14.30 (\$15.40) + \$8.50pp
BAF* Senior Coach Manual	\$35.00 (\$38.50) + \$8.50pp
Coaching as a Business (Brochure)	\$12.00 (\$13.50) + \$2.00pp
Athletic Ability & the Anatomy of Motion: Rolf Wirhed • 2 nd Ed • This new edition has been enlarged and updated with greater coverage of movement and terminology, related neurology and treatment of muscle and ligament injuries and an expanded chapter on sports mechanics.	\$58.50 (\$64.50) + \$8.50pp
Athletic Development – The Art & Science of Functional Sports Conditioning: Vern Gambetta • 2007 • 297pg • World renowned strength & conditioning coach Vern Gambetta condenses the wisdom he's gained through more than 40 yrs of experience. Explains what works, what doesn't & why. Merging principles of anatomy, biomechanics and exercise physiology with sports conditioning applications and four decades of professional practice, this is the definitive guide to performance enhancing training.....	\$31.95 (\$33.95) + \$8.50pp
Athletics Administration: Tom Brandt • So much is involved in organising an Athletics Meet! Covers meet organization; track marking; officiating at an Athletics Meet; organising a cross country run	\$15.40 (\$16.00) + \$8.50pp
BAF* How to Teach Track Events: Malcolm Arnold : A Guide for class teachers in schools and Coaches in Athletics Clubs to encourage better teaching of all track events in the early years to build a strong foundation for the sport of Athletics.....	\$5.00 (\$10.00) + \$8.50pp
BAF* Putting It Across: Frank Dick • Designed as a set of notes for those involved in Coach Education programme - will help those who need to communicate information and are looking for ideas on how best to 'put it across'.	\$10.00 (\$18.50) + \$8.50pp
Basic Track & Field Biomechanics: Tom Ecker • 2 nd Ed 1996 • A clear, easy to follow introduction to the concepts of biomechanics and their application to each track & field event group. Essential underpinning for proper coaching of techniques and training. Well illustrated.....	\$34.00 (\$38.40) + \$8.50pp

- Beginning Athletics-What to teach and coach:** Carl Johnson with Dr Alan Neuff • 2004 • 212pg • Covers running, walking, hurdling, throwing and jumping from absolute foundation levels with an appendix relating to disabled athletes. Immense value to primary and secondary school as well as club coaches, especially those at Level I and II \$60.00 (\$67.00) + \$8.50pp
- Championship Triathlon Training:** George M. Dallam, PhD & Steven Jonas, MD • 2008 • 309pg • This book will provide you with the science behind the principles of physiology, biomechanics, nutrition and injury prevention associated with all aspects of competition eg. Improving your transition times between phases \$26.95 (\$30.50) + \$8.50pp
- Coaches Guide to Teaching Sport Skills:** Robert Christina & Daniel Corcos • This book shows how to prepare for teaching skills, present new skills, develop and maintain your athletes' skills with practice and teach cognitive strategies that will help them improve their performances. \$47.85 (\$51.00) + \$8.50pp
- Coaching Track & Field Successfully:** Mark Guthrie • 2003 • 224pg This book covers all the issues a coach must effectively address in building and maintaining a championship program. How do you motivate players? What's your philosophy of coaching? How can you communicate your vision to athletes, parents, and critical members of the coaching team? \$35.25 (\$41.95) + \$8.50pp
- Complete Manual of Sports Science:** Wilf Paish • Re-establishes the link between theory and practice by offering a concise and inherently practical guide to the key areas affecting all sports practitioners. This book provides training routines, nutrition, biomechanics, genetics and "specificity" \$49.00 (\$54.00) + \$8.50pp
- Fundamentals of Track and Field:** Gerry A Carr • 2nd Ed • 1999 • 304pg • This book provides all the information anyone needs for teaching or coaching Track & Field - safety suggestions, technique, teaching steps, common errors and corrections, and standards and assessment are all covered. \$38.00 (\$43.00) + \$8.50pp
- Getting Started in Track and Field: A Coaching Manual:** Ron Parker • 2nd Ed • \$29.95 (\$32.95) + \$8.50pp
- High Performance Training for Track and Field:** William Bowerman and William Freeman • 2nd Ed • 1999 • 304pg • Offers training programmes that can be adapted for any athlete regardless of age, sex or stage of development. Includes latest advanced training theories and shows how to apply them to any Track & Field event. \$45.00 (\$50.00) + \$8.50pp
- Mechanics of Sport: A Practitioner's Guide:** Gerry Carr • This book makes the fundamentals of sport mechanics easy to understand and apply to enhance sport performance. \$49.00 (\$54.00) + \$8.50pp
- Periodization - Theory and Methodology of Training 5th Edition:** Tudor O Bompa • Presents the latest research and practice in training theory. This classic work in sports conditioning has been translated into 9 languages and has come to be regarded as the definitive reference on training theory. Now in its 4th edition, it is **the** resource for athletes and coaches looking to optimize training schedules for maximum performance in practice and competition. \$68.00 (\$75.00) + \$8.50pp
- Play Practice, The Games Approach to Teaching and Coaching Sports:** Alan G. Launder • 2001 • 200pg • Developed by an internationally known authority on the subject, this book provides both the theoretical basis and the practical plans for changing practice from drudgery to an educational experience young people look forward to. It focuses on teaching game play first instead of technique and skill - an approach that sets it apart from other games-approach tests. It provides answers to many of the problems that sport educators face, such as motivating reluctant or resistant students. \$43.00 (\$46.00) + \$8.50pp
- Program Planning for Athletics:** Tom Brandt • Looks at the principles behind planning training programmes; what types of training should be done at various times; presents a variety of training programmes. \$11.00 (\$12.10) + \$8.50pp
- Sports Training Principles:** Frank Dick • 4th Ed • A first class reference book on training theory and practice for all who accept and pursue responsibility for developing athletes to fulfil their performance potential. This new edition has been extensively revised to include the very latest theory and practice in sports training, including anatomy and basic biomechanics, energy production and systems, psychology, performance components, training cycles and periodization. An excellent resource. \$60.00 (\$67.00) + \$8.50pp
- Successful Coaching:** Rainer Martens • 3rd Ed • 2004 • 520pg • Comprehensive introduction to the art and science of coaching; gives valuable information to develop a positive coaching philosophy, applying scientific principles; contains evaluation tests and illustration
..... \$60.00 (\$67.00) + \$8.50pp
- Supplementary Conditioning Activities for Athletics:** Tom Brandt • A compilation of various modes of conditioning includes stretching & mobility training; circuit training; medicine ball exercises; plyometric training; strength training for the Young Athlete
..... \$11.00 (\$12.00) + \$8.50pp
- Tapering and Peaking for Optimal Performance:** Mujika, Inigo • 2009 • This book offers an in depth discussion of the science, strategy and program design of the tapering phase of training. It devotes current scientific data on tapering, its physiological and psychological effects and how these effects relate to athletic performance. A great resource. \$35.00 (\$40.00) + \$8.50pp
- Track & Field Omnibook:** Ken Doherty • 5th Ed • 2007 • 418pg • This 5th edition is a reprint and updated version of the original T&F Omnibook first published in 1971 by Ken Doherty. This updated edition has contributions by Craig Poole 2004 Olympic Coach, Clive Hart, Scott Kappos and Tapio Kwsela and many more which has significantly enhanced this publication. Covering all events it will give the coach a good basic understanding of the development of all disciplines \$58.00 (\$65.00) + \$8.50pp
- USA Track & Field Coaching Manual:** The official coaching guide of the sport's national governing body. The manual includes comprehensive ready to apply information from 33 world class coaches and experts \$33.85 (\$39.95) + \$8.50pp
- *NEW* Warm Up and Preparation for Athletes of All Sports:** Zoltan Tenke & Andy Higgins • 1994 • 82pg make up an exercise pool of over 180 exercises. Stick figures illustrate each and every exercise. You can't go wrong. \$28.00 (\$34.00) + \$8.50pp
- World Record Breakers in Track & Field Athletics:** Gerald Lawson • 1997 • 462pg make up a collector's item, encyclopaedia and wish-book all in one. Provides a look at all the record breakers; selects the three greatest performers per event, and projects the future world record \$43.00 (\$47.00) + \$8.50pp

SPRINTS

Sports Specific Speed – the 3S system: Vern Gambetta & Gary Winckler • A systematic approach to speed development for all sports based on proven training methods and techniques from track and field. All in all this is a great book. Once again the message of speed is developed the same way as any other athletic trait, hard work, high volume and variety the spice of life. Strongly recommended to all speed coaches \$50.00(\$55.00) + \$8.50pp

Sports Speed: George Dintiman, Bob Ward • 3rd Ed • 2003 Covers all aspects of developing speed, including specific movements and skills for each event and sport. Uses latest research to help build strength, power, technique and endurance ... \$32.00 (\$36.00) + \$8.50pp

Sprints and Relays: Contemporary Theory, Technique & Training • 5th Ed 2000 • 150pg • Illus • Series of books edited by Jess Jarver contain a collection of recent articles on event technique and training from the world's technical journals and comprises a guide to contemporary thinking and research covering these events \$34.00 (\$38.40) + \$8.50pp

Training for Speed Agility and Quickness: Lee E Brown, Vance A Ferrigno and Juan Carlos Santana: 2nd Ed 2005 • 264pg • Three expert coaches and some of the top minds in sports training teach athletes how to use speed, agility and quickness training to enhance sports performance. More than 180 drills are included and athletes are shown how to customize a training program based on the needs of their sport includes DVD \$26.00 (\$29.00) + \$8.50pp

HURDLES

BAF* Hurdling: Malcolm Arnold • 1992 \$39.00 (\$44.00) + \$8.50pp

The Hurdler's Bible 2: Wilbur L. Ross and Norma F. Hernandez de Rodd, PH.D • 1997 • 362pg • This book investigates the variables of Qualitative and the Quantitative assumptions discovered over the years through research and also from the famous Wilbur L. Ross to not only help the Novice performer to get started correctly as well as providing the seasoned hurdler with information to keep up with their peers. \$60.00 (\$66.00) + \$8.50pp

The Hurdles: Contemporary Theory, Technique & Training: 4th Edition • 2004 • Illus • 137 pg • Series of books edited by Jess Jarver contain a collection of recent articles on event technique and training from the world's technical journals and comprises a guide to contemporary thinking and research covering these events \$34.00 (\$38.40) + \$8.50pp

The Science of Hurdling and Speed: Brent McFarlane • 4th Ed • This book is the most comprehensive book on hurdling available on the market today. From the basic learning of hurdling to techniques that will enhance the elite hurdler and their coach, this book gives the coach the needed guidance in this art and science. Topics of support include nutrition, flexibility, periodization, strength and power - a most valuable resource. \$60.00 (\$66.00) + \$8.50pp

JUMPS

BAF* High Jump: Frank W Dick 1993 \$28.00 (\$32.00) + \$8.50pp

BAF* Long Jump: Bruce Longden 1995 \$28.85 (\$31.75) + \$8.50pp

BAF* Pole Vault: Peter Sutcliffe 1991 \$17.00 (\$38.00) + \$8.50pp

BAF* Triple Jump: Ted King 1996 \$28.00 (\$32.00) + \$8.50pp

Complete Book of Jumps: Ed Jacoby and Bob Fraley • 1995 • 160pg • 60 years of combined coaching experience helps break down each event into key phases from approach to landing to teach proper technique. Includes specific workouts for each jumping event \$30.00 (\$36.00) + \$8.50pp

101 High Jump Drills: Cliff Rovelto and Gwen Wentland 2008 • Features the core training component and drills that are needed to prepare to be a great jumper. A source of fresh variety of training giving practical drills that coaches can offer their athletes to keep them motivated and active – not a lot of equipment needed. \$32.00 (\$35.00) + \$8.50pp

From Beginner to Bubka: Alan G Launder & John T Gormley 2005 • An Australian approach to developing pole vaulters. Learn how the Petrov/Bubka "Technical model" is the most effective approach to pole vaulting \$25.00 (\$28.00) + \$8.50pp

The Jumps: Contemporary Theory, Technique & Training: 5th Ed 2000 • Illus • 155 pg • series of books edited by Jess Jarver contain a collection of recent articles on event technique and training from the world's technical journals and comprises a guide to contemporary thinking and research covering each of these events. Includes chapters on General Principles and the four Jumps. \$34.00 (\$38.00) + \$8.50pp

Winning Jumps and Pole Vault: Ed Jacoby • 2009 • 216pg • Techniques, tactics and training for – Long Jump, Triple Jump, High Jump and Pole Vault \$30.00 (\$34.00) + \$8.50pp

THROWS

BAF* Discus Throwing: Max Jones 1993	\$25.00 (\$28.00) + \$8.50pp
BAF* Hammer Throwing: Alan Bertram 1996	\$30.90 (\$34.00) + \$8.50pp
BAF* Javelin Throwing: John Trower 2000.....	\$39.00 (\$44.00) + \$8.50pp
BAF* Shot Putting: Max Jones 1995	\$25.00 (\$28.00) + \$8.50pp

101 Shot Put Drills: Rob Lasorsa & James A. Peterson • 2009 • 128pg • This book is a road map for learning the optimum shot put technique. It explains and simplifies all the major shot put components needed to achieve a high level of constant technique. The comprehensive instructions provide a blueprint for teaching and learning how to throw safely and effectively. For novices and advanced

..... \$25.00 (\$28.00) + \$8.50pp

2008 NTCA Throws Handbook: James A. Peterson & Rob Lasorsa • 2008 • Renowned coaches from the National Throws Coaches Association of America give their insight into the sport of throwing. Everything from warm up drills to mastering the techniques associated with all aspects of throwing.....

..... \$35.00 (\$39.00) + \$8.50pp

Complete Book of Throws: Jay Silvester Editor • 2003 • 176 pg • This book presents technique and conditioning programs used by many of the best athletes in the shot put, discus, javelin and hammer throw. Strength development effective energy transfer, and detailed training schedules will help throwers get in peak condition and apply their power fly on each attempt

..... \$30.00 (\$36.00) + \$8.50pp

Discus: Wilkins vs Powell A Comparative Study: Ernie Bullard & Larry Knuth • Wilkins & Powell presents their philosophy to discus throwing and life and their views on technical interpretation, the role of the left arm, torque, foot pivoting, drills.....

..... \$28.50 (\$31.35) + \$8.50pp

Long Term Training of Throwers: Anatolie Bondartchouk An ATFCA Publication. Contains detailed exercises and training programmes.

..... \$10.00 (\$11.00) + \$2.50pp

The Complete Track & Field Coaches' Guide to Conditioning for the Throwing Events: Larry Judge • 2008 • 269pg • A fantastic reference for athletes and coaches looking to maximise their performance. It covers not only the biomechanical and physiological principles of throwing, but also the step by step teaching sequences

..... \$50.00 (\$56.00) + \$8.50pp

The Throws - The Contemporary Theory, Technique & Training: 5th Ed • 2000 • Illus • 178 pg • Series of books edited by Jess Jarver contains a collection of recent articles on event technique and training from the world's technical journals and comprises a guide to contemporary thinking and research covering each of these events. Includes chapters on General Principles as well as the four Throws.

..... \$44.00 (\$48.00) + \$8.50pp

The Throws Manual: George Dunn Jr. & Kevin McGill 3rd Ed • 1994 • Illus • 160pg • The most comprehensive manual ever written on the four throwing events in track and field. ABC's of technique, how to teach beginners, drills, fault correction, basic mechanics, etc. Profusely illustrated.....

..... \$37.00 (\$41.00) + \$8.50pp

MIDDLE AND LONG DISTANCE

***NEW* 101 Developmental Concepts and Workouts for Cross Country Runners:** Jason R Karp PhD• 2010 • 128pg • The book brings together for coaches and runners the most important training tool - a variety of specific workouts for specific purposes. Workouts are individualised to suit different runners. A must for all coaches.....

..... \$28.00 (\$32.00) + \$8.50pp

BAF* Endurance Running Events 1998.....

..... \$34.00 (\$38.00) + \$8.50pp

Better Training for Distance Runners: David Martin & Peter Coe • 2nd Ed • 1997 • 464pg • The book combines cutting-edge research, sound training principles, and proven program strategies to improve performance in events ranging from the 800m to the marathon.....

..... \$37.00 (\$44.00) + \$8.50pp

Coaching Cross Country Successfully: Joe Newton with Joe Henderson: • 1998 • Coach Newton explains how he built his winning schools programme, including motivating the team, teach basics of distance running technique, develop race strategies, evaluate runners, etc

..... \$32.00 (\$37.00) + \$8.50pp

Daniels' Running Formula: Jack Daniels • 2004 • 288pg • Coaching legend Jack Daniels gives a complete programme for training and racing; pacing tables; detailed programmes for 1500m through to marathon, winning race strategies, etc.

..... \$24.00 (\$27.00) + \$8.50pp

***NEW* Developing a Successful Cross Country Program** • 2005 • 105pg • Steve Atlaneus and Stephenie Jordan: The authors take the readers through a step by step approach to the year round process of coaching cross country. From pre season to competition, the book offers practical examples of training sessions

..... \$32.00 (\$35.00) + \$8.50pp

5K & 10K Training: Brian Clarke • 2005 • 192pg • Run stronger and faster with more energy by using customizable effort-based training. This unique system is the fastest way to reach your training goals

..... \$26.00 (\$31.00) + \$8.50pp

High Performance, Middle Distance Running: David Sunderland • 2005 • 133pg • Aimed at both athletes in competitive middle distance racing and their coaches this book is based on the author's 40 years experience. A very practical coaching approach leaving nothing to chance for a perfect preparation.....

..... \$26.00 (\$31.00) + \$8.50pp

Long Distances – The Contemporary Theory, Technique & Training: 3rd Ed • 1995 • Illus • 145pg • A series of books edited by Jess Jarver contain a collection of recent articles on event technique and training from the world's technical journals and comprises a guide to contemporary thinking and research covering each of these events.....

..... \$42.90 (\$45.20) + \$8.50pp

Lore of Running by Timothy Noakes: 4th Ed • 2003 • 944pg • Although 'running' features in the title the revised, expanded and updated, 'Lore of Running' gives you incomparable detail on physiology, training, racing, injuries, world class athletes, and races, applicable to all event groups. Explores the physiology of running, considers all aspects of training for running and treating injuries

..... \$45.00 (\$53.00) + \$8.50pp

Middle and Long Distances – The Contemporary Theory, Technique & Training: 1st Ed • 2002 • 158pg • A series of books edited by Jess Jarver contains a collection of recent articles on event technique and training from the world's technical journals and comprises a guide to contemporary thinking and research covering distance running

\$44.00 (\$49.00) + \$8.50pp

Pose Method of Running: Dr Nicholas Romanov with John Robson • 2004 • 315pg • The reason for the development of Pose Method was the absence of a method of teaching running technique. Running is practiced, but not taught as a skill. Pose Method proposes to teach running as a skill with its own theory, concepts and exercises.....

\$50.00 (\$55.00) + \$8.50pp

Pre: The Story of America's Greatest Running Legend, Steve Prefontaine: Tom Jordan • 1997 • 168pg • For five years, no American runner could beat him at any distance over a mile. At the age of 24, his life was cut short when he crashed his sports car ending his life and his career. He still continues to influence the running world to this day. A truly inspiring story of an exciting runner who touched everyone he came into contact with.....

\$23.00 (\$27.00) + \$8.50pp

Run Faster from 5km to the Marathon: Brad Hudson & Matt Fitzgerald • 2008 • 278pg • Brad Hudson, Former Olympic marathoner and coach shows the way to coach athletes more efficiently and smarter to avoid injury. Living in Eugene he and Matt, a Triathlete coach have put this practical reader friendly guide together.....

\$25.00 (\$28.00) + \$8.50pp

Run Less Run Faster: Bill Pierce, Scott Murr, Ray Moss • 2007 • 289pg • A refreshing look at distance training – discusses "3 Plus 2" program. Interested in Optimizing limited training time – this is a good approach to better performance.

\$22.00 (\$26.00) + \$8.50pp

Running Encyclopedia: Richard Benyo and Joe Henderson • 2002 • 440pg • More than 1,000 listings highlight the most influential runners, coaches, races, training methods and events that shaped the sport up to the present day.....

\$36.95 (\$43.95) + \$8.50pp

Running to the Limit: Paul Tergat/Jurg Wirz • 2005 • 222pg • Illustrates Tergat's way from an average boy who grew up in poverty in a tiny village in Kenya to the Marathon World Record holder and Dollar millionaire. Shows the triumphs and disappointments that formed him as a human being. Also tells a lot about his training program and gives many tips for everyday runners. Richly illustrated with colourful photographs, many of them as yet unpublished shots from Kenya.....

\$30.00 (\$35.00) + \$8.50pp

Run to Win: Jurg Wirz • 2006 • 192pg • Within a short time Kenya has established itself as the number one running nation. Kenyan athletes dominate the world ranking in distances from 800m to the Marathon. This book describes the development of running in Kenya from the 1960's to today. Learn about the secrets of the stars.

\$26.00 (\$30.00) + \$8.50pp

Running with the Legends: Michael Sandrock • 1996 • Training and racing insights from 21 great runners. This book is full of material to enhance your own running and appreciation of those who have set the standard for excellence

\$30.00 (\$38.00) + \$8.50pp

Run Strong: Kevin Beck • 2005 • 272pg • Run faster and longer with less effort than ever before! Expert coaches and runners show you how to assess what you need and implement these training methods into your current program

\$26.00 (\$31.00) + \$8.50pp

Run with the Best: Tony Benson & Irv Ray • 2nd Ed • 178pg • Updates and expands this landmark work. The *Run with the Best* program shows you how to take your runners to the next level. Sculpted from the training philosophies of legendary coaches Arthur Lydiard and Percy Cerruty and polished through modern approaches and technology, this is a program that will enable your athletes to compete on equal footing with the best. – New chapters on marathon, steeplechasing training etc.....

\$45.00 (\$50.00) + \$8.50pp

Serious Training for Endurance Athletes: Rob Sleamaker & Ray Browning • 2nd Ed • This book features the serious system for endurance training: speed workouts, endurance or easy distance training, race pace sessions to test your fitness level, intervals of high intensity workouts, overdistance sessions, uphill intervals and strength workouts. This complete guide provides the latest training advice for running, mountain biking, cycling, triathlons etc.....

\$29.00 (\$34.00) + \$8.50pp

Train Hard, Win Easy The Kenyan Way: **CURRENTLY OUT OF PRINT** Toby Tanser • 2nd Ed • 2001 • 257pg • This book reveals why, year after year, Kenya produces so many great runners, spotlighting the factors in Kenyan life, culture and athletic training which makes them so special. With many training profiles of leading runners

\$51.00 (\$57.00) + \$8.50pp

The First Four Minutes: Roger Bannister • 2004 • 242pg • This is Roger Bannister's own modest account of his extraordinary day, his preparation and the races that followed his first run under four minutes. Originally published in 1955, this book now includes a new introduction and his own reflections on his experiences.....

\$14.00 (\$17.00) + \$8.50pp

The Four Minute Mile: Roger Bannister • 2004 • 245pg • This is a story of Roger's epic event, written frankly and gracefully. It is more than an account of the afternoon – it is a memoir of the first order – a heartfelt telling of the events that shaped Banister's life and his running during the Golden Age.

\$29.00 (\$33.00) + \$8.50pp

The Greatest – The Haile Gevrsellassie Story : Jim Denison • 2004 • 286pg • Two Olympic Golds and 8 world Championship medals, 17 world records and a 54 race winning streak. What a domination of the sport. Jim has worked on Haile's autobiography for 2 years – this is a fascinating detailed story of his years of development.....

\$32.00 (\$36.00) + \$8.50pp

The Olympic Marathon - The History and Drama of Sport's Most Challenging Event: David E. Martin & Roger Gynn • 2000 • 528pg • Captures the excitement and drama from the past century of marathon races in a one-of-a-kind resource that looks at races from both a physiological and social perspective. Detailed narratives of how each race was run, fascinating biographical details of the top finishers, and a map with descriptions of the actual race course are also provided.....

\$49.00 (\$52.00) + \$8.50pp

The Perfect Distance, Ovett & Coe: Pat Butcher • 2004 • 306pg • Few athletes have captured the world's attention like Sebastian Coe and Steve Ovett in the early 1980's. Based on interviews with the athletes themselves, this book gives unprecedented insight into their unforgettable domination of world class athletics.

\$18.00 (\$22.00) + \$8.50pp

The Winning Mind – Seb Coe: Sebastian Coe • 2009 • 233pg • Hard Copy. Seb Coe is a winner. He earned 4 Olympic medals and has earned recognition in a number of life shows. Now a Lord, he talks about his passion, determinations and self belief \$28.00 (\$32.00) + \$8.50pp

Winning Running: Peter Coe • A simpler version of the story told in 'Better Training for Distance Runners'. Ideal for the Level I coach interested in Distance running..... \$42.00 (\$45.00) + \$8.50pp

RACE WALKING

BAF* Race Walking \$24.50 (\$26.95) + \$8.50pp

COMBINED EVENTS

IAAF° Decathlon & Heptathlon Scoring Tables \$20.00 (\$22.00) + \$8.50pp

BAF* Combined Events \$26.00 (\$29.00) + \$8.50pp

YOUNG ATHLETE

Athletic Fitness for Kids: Scott Lancaster and Radu Teodorescu • 167pg • This book is designed to prepare young athletes for athletic situations so that they may execute sports specific techniques with confidence and ease. Both authors dedicate their book to their sons. Scott's son Justin inspired his dad with his 'passion for play.' Radu's sons, Alexander and Andrew, shared their 'hungry athletic years' with him and this convinced him to write the book for there is: 'the realistic need for such a book in every family'. Note the key words – passion and hunger \$22.00 (\$25.00) + \$8.50pp

Coaching Youth Track & Field: American Sport Education Program • 2008 • Named the official handbook of Hershey's Track & Field Games. A great resource for coaching athletes 14 years and under, providing you with the fundamentals of track and field events, creating an environment that promotes learning and helping the kids enjoy their sporting experience to motivate them to come year after year \$23.00 (\$25.00) + \$8.50pp

Games for Infants: Jim Hall • 2nd Ed • 2003 • Teaching resource that will help non-specialist primary and kindergarten teachers to implement physical education programs. Ideas to develop techniques in running, throwing and jumping, using a variety of equipment \$27.50 (\$30.00) + \$8.50pp

101 Youth Athletic Drills: John Shepherd • 2009 • Designed specifically for young aspiring athletes, this manual contains a wide range of practice drills covering all the essential athletics techniques – fun educational and challenging, all the drills are illustrated and include warm up, running drills, jumping and hurdling drills, throwing drills and relay drills \$35.00 (\$38.00) + \$8.50pp

Great Ideas for Group Games: Darren Wensor • A collection of games for conducting warm up activities and event skill training. An excellent book for every Little A's centre or school \$35.00 (\$40.00) + \$8.50pp

Play Practice, The Games Approach to Teaching and Coaching Sports: Alan G. Launder • 2001 • 200pg • Developed by an internationally known authority on the subject, this book provides both the theoretical basis and the practical plans for changing practice from drudgery to an educational experience young people look forward to. It focuses on teaching game play first instead of technique and skill – an approach that sets it apart from other games-approach tests. It provides answers to many of the problems that sport educators face, such as motivating reluctant or resistant students \$42.00 (\$46.50) + \$8.50pp

Strength & Power for Young Athletes: A Faigenbaum & W Westcott • The authors provide detailed instructions for 82 free weight, body weight, machine, cord and medicine ball exercises. Emphasising safety and technique, the programs include stretching exercises and nutritional guidelines to prevent injuries and ensure overall fitness \$30.00 (\$35.00) + \$8.50pp

Strength Training for Young Athletes: William Kraemer & Steven Fleck • 2005 • 296pg • You can design safe and effective strength training programmes. This easy to use guide debunks the myths about weight training and kids, helps you learn how to design strength programmes for all muscle groups, and gives detailed instructions for more than 100 exercises \$30.00 (\$34.00) + \$8.50pp

Teaching Athletics in the Primary School: Tom Brandt • A comprehensive guide to teaching athletics to primary school groups by establishing a working model for each event; learning progressions and games; skill development drills etc \$11.00 (\$12.00) + \$8.50pp

The Young Athlete's Handbook by Youth Sport Trust: Performance Camps in Britain have successfully taught young athletes how to manage their training, develop their techniques and skills, and maintain a healthy balance between sports, school, friends and family. Advice from top coaches involved in these Performance Camps has been compiled to create this Handbook. This Handbook guides the young athlete through the sometimes difficult decisions and often conflicting pressures to allow them to concentrate on each area of their lives and make training a positive and enjoyable experience \$32.00 (\$36.00) + \$8.50pp

Total Training for Young Champions: Tudor O Bompa • 2000 • 224pg • Provides coaches, teachers and parents of potential future sports stars the best conditioning advice and training programs for establishing an overall fitness base and maximizing athletic development from ages 6 to 18. Over 300 exercises are included to safely and effectively increase a young athlete's coordination, flexibility, speed, endurance and strength \$28.00 (\$33.00) + \$8.50pp

Training for Young Distance Runners: Larry Greene and Russ Pate • 2nd Ed • 232pg • Helps coaches and parents understand when youngsters should begin running, how much they should run, and what to include in their training; well illustrated, and with many tables \$30.00 (\$35.00) + \$8.50pp

Youth Strength Training: Avery D. Faigenbaum & Wayne L. Westcott • 2009 • 235pg • 111 illustrated exercise, 16 Sport-Specific Programs, Free weights, machines, bands, balls and body weight \$33.00 (\$37.00) + \$8.50pp

FEMALE ATHLETE

Hormones and Female Athletic Performance: J Daly & W Ey \$27.00 (\$31.00) + \$8.50pp

Strength Training for Women: Lori Incledon • 2005 • 224pg • More than simple descriptions of exercises and training programs, this book explains why the exercises are important and which training program is right for you. Gain insight into how the female body responds to training. Gain strength, burn fat, building strong bones and prepare for competition \$29.00 (\$35.00) + \$8.50pp

Women's Strength Training Anatomy: Frederic Delavier • 2003 • 136pg • Features full-colour, detailed anatomical drawings of exercises for strengthening and toning the legs, buttocks, abs, and back. Descriptions of proper technique work in tandem with the illustrations to ensure clear understanding of how to maximize the efficiency and effectiveness of each exercise \$30.00 (\$36.00) + \$8.50pp

ATHLETES WITH DISABILITIES

ACC Coaching Athletes with Disabilities: General Principles \$35.00 (\$38.00) + \$8.50pp

Creative Play Activities for Children with Disabilities: Lisa Morris & L Schulz • 250 games and activities designed to help infants to 8 year olds with all types of disabilities grow through play. A resource book for teaches and parents \$31.95 (\$34.00) + \$8.50pp

STRENGTH AND CONDITIONING

***NEW* Abs Revealed:** Jonathan Ross • 2011 • 165pg • This book offers a complete program for strengthening, sculpting and maintaining your mid section. Abs Revealed shows how athletes and the general public can 'fire' your ab muscles regardless of your current fitness level. A large collection of exercises that makes the choice easy. \$25.00(\$28.00)+ \$8.50pp

Athletic Body in Balance: Gray Cook • 2003 • 232pg • Great athletes make difficult moves look effortless with a combination of skill, strength, and balance. Traditional conditioning builds a fitness base, but modern sports training takes into account athletic movement patterns. 'Athletic Body in Balance' is the first guide of its kind to show you how to train for smooth, fluid movement and prevent muscle imbalances, mobility restrictions, stability problems, and injuries \$32.00(\$35.00)+ \$8.50pp

BAF* Strength Conditioning – Course notes: \$24.70 (\$27.20) + \$8.50pp

BAF* How to Teach Track Events: Malcolm Arnold : A Guide for class teachers in schools and Coaches in Athletics Clubs to encourage better teaching of all track events in the early years to build a strong foundation for the sport of Athletics..... \$57.00 (\$63.00) + \$8.50pp

BAF* Strength Training for Athletes: Michael A Winch 2004: Aimed at both coaches and athletes and covers all aspects of strength training and presents a comprehensive overview of why, when and how athletes can improve their performance using strength-training skills and techniques..... \$57.00 (\$63.00) + \$8.50pp

***NEW* Circuit Training for All Sports:** Dr M Scholich • 2003 • 345pg. This book is a great resource. It offers the basic principles of sports training and specifics of methodology and training principles of circuit training. The endurance method, the intensive interval method and the repetition method with subtle variations are given. Partner exercises, home training and suitable school programs are available. A superb resource \$34.00 (\$38.00) + \$8.50pp

***NEW* Conditioning for Dance:** Eric Franklin • 2004 • 239pg. Training for peak performance in all dance forms by strengthening the body's core, improving co-ordination, balance, alignment and flexibility..... \$32.00 (\$38.00) + \$8.50pp

Designing Resistance Training Programs: Stephen Fleck & William Kraemer • 3rd Ed • A state of the art guide to developing individualised training programmes; an important reference and valuable resource for the committed coach \$82.00 (\$87.00) + \$8.50pp

Developing Leg Power: Merv Kemp - ATFCA Publication \$11.00 (\$12.10) + \$8.50pp

Effective Strength Training: Douglas Brooks • 2001 • 264pg • Explores the latest scientific principles and theories related to resistance training. Learn proper lifting techniques, resistance training philosophy, program design, etc. \$61.40 (\$66.00) + \$8.50pp

Encyclopaedia of Muscle & Strength: Jim Stoppani • 2006 • 408pp • Presenting 277 exercises for 11 different muscle groups and whole body, this book covers all facets of optimising the development of muscle and strength. This is the ultimate resource for pinpointing and achieving the results you're seeking..... \$32.20 (\$36.95) + \$8.50pp

Essentials of Strength Training and Conditioning: Baechle and Earle • 2008 • 641pg • Provides the latest and most comprehensive information on the structure and function of body systems, training adaptations, testing and evaluation, exercise techniques, program design, and organisation and administration of facilities. The definitive reference for strength and conditioning professionals and sports medicine specialists. \$125.00 (\$136.) + \$8.50pp

Explosive Lifting for Sports: Harvey Newton • 2006 • 208pg with DVD • Package explains and demonstrates how to perform the snatch, clean, jerk and their variations correctly \$33.00 (\$36.00) + \$8.50pp

Explosive Power & Strength: Donald A Chu • 1996 • 200pg • Shows how to create individualised, sports-specific programs incorporating plyometric, resistance and sprint training \$29.00 (\$33.00) + \$8.50pp

***NEW* Functional Training for Athletes at all levels:** James C. Radcliffe • 175pg • With over 100 exercises, illustrated with step by step photos and 20 sport specific workouts, the book will help to acquire the athletic movement skills necessary to maximise performance in a number of sports..... \$23.00 (\$27.00) + \$8.50pp

- Explosive Power & Strength Training:** Dr Milan Coh & Prof Bojan Struger • 32pg + DVD • A brilliant demonstration of over 200 exercises. Challenging, demanding exercises lost to the Aust exercise routine. Exercises on vaulting boxes, wall rack and gymnastics work. \$48.00 (\$55.00) + \$8.50pp
- *NEW* Fitness and strength Training for All Sports:** J Harmann and H Tunnemann • 2001 • 342pg. A brilliant book, in fact, translated from East German publications. An ultra thorough blending of comprehensive scientific information which is challenging. 16 definitive chapters espousing the biological basis of strength training, dynamics of the neuromuscular system, flexibility training, basic nutrition, strength training methods to achieve maximal strength, power, muscular endurance and programs to achieve each. Also provides chapters on women and children – safety and good practice.....\$40.00 (\$44.00) + \$8.50pp
- Foot Strengthening Exercises – Building Strong Foundations:** Ashley Mahoney • First of its kind, specifically designed to strengthen feet, either as preventative strengthening or for re-strengthening following injury or surgery. Intended to be used as a supplement for podiatrists, medical practitioners, physiotherapists, chiropractors, osteopaths, sports therapists, coaches and athletes. It will also be an adjunct for injury rehabilitation and orthotic therapy for practitioners. Its simplistic structure enables anyone to use and improve foot strength throughout their lifespan. \$30.00 (\$34.00) + \$8.50pp
- Advanced Foot Strengthening Exercises – Enhancing Strong Foundations:** Ashley Mahoney • Continues on from *Foot Strengthening Exercises – Building Strong Foundations*, and uses the same foundation exercises to develop some very advanced exercises for strengthening the feet of athletes. Has been specifically designed for use across multiple sporting disciplines from running to martial arts to surfing and dancing and follows on from level 5 in *Building Strong Foundations* as a result you will notice that the first level in this book is level 6. The exercises in this book should be performed under professional supervision. \$39.50 (\$43.00) + \$8.50pp
- Functional Training for Sports:** Michael Boyle • 2003 • 208pg • This is not just a strength book - it is all about athletic movement. The function of muscles is to prevent the body collapsing; to slow flexion at the joints to create superior controlled movement. This book offers 13 chapters of sustained excellence and uses multi exposure single frame photographs, crystal clear explanations of imaginative exercises and necessary cautionary advice. \$32.00 (\$36.00) + \$8.50pp
- *NEW* Getting Stronger - Weight Training for Sports:** Bill Pearl • 2005 • 420pg • Bill Pearl was a four time Mr Universe. This is the most complete weight training book ever - includes strength training for 21 sports with a huge amount of general conditioning exercises and information on nutrition, supplementation and much more. This book offers diagrams of exercises, programs and much more for athletes of all levels. \$27.00 (\$32.00) + \$8.50pp
- High Performance Sports Conditioning:** Bill Foran • Editor • 2001 • This book presents the principles and practices of a new era of athletic training in the most thorough and useful text ever. The book follows the same progression of a sound conditioning program, first testing and building up the nine essential fitness components, next tailoring the training exercises and drills to the development of sport specific performances, then periodizing the training program precisely for peak performance..... \$35.00 (\$40.00) + \$8.50pp
- High Powered Plyometrics:** J Radcliffe & RC Farentinos • 1999 • 184pg • Take your performance to the next level and beyond! 77 illustrated advanced exercises for explosive sports training..... \$32.00 (\$36.00) + \$8.50pp
- *NEW* Jump Rope Training:** Buddy Lee • 2010 • 216pg • This book creates a jump rope training system that redefines jump rope and will change your perspective on fitness. Skipping is more than just an exercise it helps to increase speed, agility, strength, balance, power and endurance \$23.00 (\$26.00) + \$8.50pp
- Jumping into Plyometrics:** Donald Chu • 1998 • 184pg • Explains how and why plyometrics works to improve quickness, speed and jumping ability; provides plyometric drills for a range of Track & Field events and other sports \$32.00 (\$35.00) + \$8.50pp
- Jumpmetrics:** Alan Tyson & Ben Cook • 2004 • 185pg • By combining traditional strength and plyometric exercises with postural, balance, and stabilisation training, Jumpmetrics conditions not only the prime movers but also the stabilising muscles and antagonists – helping you move more efficiently while reducing your risk of knee injury plus much more \$29.00 (\$34.00) + \$8.50pp
- Medicine Ball Training:** Zoltan Tenke & Andy Higgins • A selection of exercises that may be used in developing either the general fitness and condition of the athlete or the more specific components of any athletic endeavour \$28.00 (\$34.00) + \$8.50pp
- Muscle Mechanics:** E Aaberg • 2nd Ed • 2006 • 232pg • Correct technique for 65 resistance training exercises \$29.35 (\$34.95) + \$8.50pp
- Optimizing Strength Training:** William J. Kraemer & Steven J. Fleck • 2007 • 245pg • Designing Nonlinear Periodization Workouts. A revolutionary approach to periodization of resistance training..... \$30.00 (\$34.00) + \$8.50pp
- Periodization Training for Sports:** Tudor O. Bompa & Michael Carrera • 2nd Ed • 2005 • 272pg • The ultimate text for the strength and conditioning professional. Tudor Bompa's simple and clear methodology in this book will help maximize any training program, from the high school athlete to the professional athlete \$30.00 (\$34.00) + \$8.50pp
- Pilates:** Rael Isacowitz • 2006 • 360pg • Strengthen, lengthen and sculpt your muscles with the full range of Pilates exercises. A complete guide to mat work and apparatus exercises \$28.50 (\$33.95) + \$8.50pp
- Power Training for Sport:** T. Bompa • Plyometrics for maximum power development \$42.00 (\$48.00) + \$8.50pp
- Resistance Training:** Merv Kemp **ATFCA Publication:** Strength training principles, training methods and programming and includes resistance training for young athletes \$5.00 (\$5.50) + \$8.50pp
- Resistance Training Instruction:** Everett Aaberg • The book presents the proper technique for 73 exercises that target every major muscle group. To help you isolate the correct muscles and ensure proper mechanics, the text provides important visual cues and helpful pointers and step by step instruction for each exercise. Aaberg also provides valuable information on selecting and combining the exercises to form programs that are appropriate for each athlete's abilities and goals..... \$54.00 (\$59.50) + \$8.50pp

- Serious Strength Training:** Tudor Bompa and Mauro Di Pasquale, Lorenzo Cornacchia • 2nd Ed • Brings science into the gym; the most effective, efficient exercises are described, and shows how to get the best gains for sweat and effort \$30.20 (\$35.95) + \$8.50pp
- Speed to Win:** Glenn Stewart and John de Bes • This book contains all the information needed for developing speed for all sports including the factors affecting running speed, testing for speed and agility, warm ups for sprint sessions, flexibility exercises, sprint technique drills and annual training plans \$30.00 (\$34.00) + \$8.50pp
- Sports Power:** David Sandler • 2005 • 248pg • A revolutionary speed-strength continuum determines the exact blend of strength-based and speed-based power required to excel in your sport. Resistance training, plyometrics and speed exercises to meet your specific needs. \$28.00 (\$31.00) + \$8.50pp
- Strength Ball Training 2nd Ed:** Lorne Goldenberg and Peter Twist • 2007 • 304pg • Combines two of the most effective way to train for fitness and sport performance: Swiss ball and medicine balls. Written by strength and conditioning experts, with 73 stabilisation, explosive power and flexibility exercises that target each of the major muscle groups includes DVD..... \$32.00(\$35.00) + \$8.50 pp
- Strength Band Training:** Phil Page & Todd Ellenbecker • 2005 • 224pg • Maximise your strength, speed, and power through the use of resistance bands and tubing. As a complete workout on their own or a supplement to free weights and machines, strength bands are the ultimate tool for customizing workouts and isolating muscles. *Strength Band Training* shows how to use resistive bands and tubing in 106 exercises addressing every major muscle group \$25.00 (\$30.00) + \$8.50pp
- Strength Training:** Lee E Brown • 2007 • 368pg • Whether you're launching a lifting program or fine-tuning a serious fitness regimen, *Strength Training* will fill any knowledge void and correct misconceptions to ensure proper technique, safety and progressions. 306 full colour illustrations and multiple program options for specific machines, free weights and other apparatuses provide the flexibility to tailor your training to personal preferences and needs..... \$32.00 (\$37.00) + \$8.50pp
- Strength Training Anatomy:** Frederic Delavier • 2006 • 2nd Ed • Get an inside view of the muscles in action during every exercise you perform. This ultimate strength reference contains full-colour, detailed anatomical drawings of exercises that target every major muscle group, along with full descriptions of how to perform them \$32.00 (\$37.00) + \$8.50pp
- Strength Training for Athletes: Michael A Winch** • 2004 • 124pg • This book is aimed at both coaches and athletes, covering all aspects of strength training and presenting a comprehensive overview of why, when and how athletes can improve their performance using strength-training skills and techniques. The author avoids the complexities of other books with explanations of training programs easy to understand and apply. Essential for all interested in athletic improvement. \$44.00 (\$49.00) + \$8.50pp
- Strength Training for Track and Field:** John Cissik • First published in 2003 by TafNews Press, this book focuses on strength training using free weights, covering the basics lifts. Over half of the book is given to track and field event specific programs. Each event has periodised programs primarily suitable for beginners and intermediate level athletes \$42.00 (\$47.00) + \$8.50pp
- Strength Training Past 50:** Wayne L Westcott and Thomas R Baechle • The 50-plus age group is one of the fastest growing segments in the fitness market. Written by two proven authors, this easy to read guide presents 39 safe and effective exercises, a 10 week training plan and personally designed programs for specific individual goals..... \$26.00 (\$32.00) + \$8.50pp
- The Strength Training Workout Encyclopedia:** Tom Kelso • 2009 • 90pg • Featuring a Companion CD-ROM that includes over 2,500 Workouts. \$30.00 (\$34.00) + \$8.50pp
- *NEW* The Strength Training Anatomy Workout:** Frederic Delavier / Michael Gundill • 2011 • 256pg • Features more than 200 exercises and 50 workouts to see how muscles interact with the surrounding joints and skeletal structures. Readers will also discover how variations, progressions and sequencing can affect muscle recruitment, the underlying structures and ultimately the results. This book includes proven programming for many different purposes. \$26.00 (\$30.00) + \$8.50pp
- Tips for Success – Circuit Training:** 2001• Ulli Heldt • Presents numerous possible variations of how to make a circuit be enjoyable, interesting and effective at the same time. The main emphasis here lies on strength, endurance, coordination and fun. The hints given enable circuit training to be carried out at its optimal level. For coaches searching for circuit work this book is recommended without reservation. \$28.00 (\$30.00) + \$8.50pp

PSYCHOLOGY

- Coaches Guide to Sports Psychology:** Rainer Martens • An easy to read practical manual for coaches on the effective use of sport psychology \$47.00 (\$52.00) + \$8.50pp
- Creative Coaching:** Jerry Lynch • 2001 • 232pg • This book is a valuable asset to all coaches who are looking to enlighten their athletes and open up the possibility of greatness. Lynch is one of the best authorities on the psyche of the athlete. He has unique insight into the enhancement of athletic performance through the athlete's personal growth \$30.00 (\$34.00) + \$8.50pp
- In Pursuit of Excellence:** Terry Orlick • 4th Ed• 2008• 310pg• Reach your potential! As an athlete or coach seeking success in sport or other walks of life, you will find the expert advice and proven techniques to fulfil your aspirations. You'll learn to focus for excellence and high quality living. You'll gain a more positive outlook, a more focused commitment. \$27.00 (\$32.00) + \$8.50pp
- She Can Coach!** B. Reynald • 2005 • 280pg • Written by 20 of the foremost US female coaches, this book is filled with practical insight on issues such as professionalism, program implementation and management, personal investment, and relationship-building, all critical elements to coaching any sport successfully \$28.00 (\$33.00) + \$8.50pp
- SportsVision Training for Better Performance:** Thomas A Wilson & Jeff Falkel An innovative way to improve athletic performance on the court or field with more than 50 vision training exercises and activities for a variety of sports. \$25.00(\$40.50) + \$8.50pp
- Successful Coaching:** Rainer Marten • 3rd Ed • This book offers an in-depth introduction to the coaching professions and is specifically written for the high school and serious club coach. Offers guidelines on sexual harassment, sexual relations, and homosexuality in sport, the first book to offer guidelines addressing these issues \$55.00 (\$63.00) + \$8.50pp

The Psychology of High-Performance Track and Field: Ralph A Vernacchia and Traci A Statler • 2005 • Written specifically for Track and Field by 29 academics, all with connection to our sport, it is a valuable resource to purchase and embrace. The text has four components. Twelve chapters of Section II entitled “Performance Psychology – Event by Event.” I cannot name any text that has sports psyche chapters written specifically for the 800 metres, Race Walking, the vertical jumps, the throws, the marathon, the multi events.
 \$69.00 (\$76.00) + \$8.50pp

The Sport Psych Handbook: Shane Murphy • 2005 • 368pg • Contains a wealth of information on what it takes to excel in the mental game, giving athletes breakthrough methods to strengthen and manage inner drive, emotional control, interactive skills, coping mechanisms, and mental readiness. This book will become the essential sport psychology reference for those who recognise this crucial link between mind and body \$30.00 (\$34.00) + \$8.50pp

True Competition: David Shields & Brenda Bredemeier • 2009 • 238pg • True Competition is a guide to pursuing excellence in sport and in the community. It provides a perspective on competition that challenges traditional beliefs that may have been lacking. The authors redefine what competition is and should be. They explain how competition can bring out excellence, foster positive character development and lead to lasting enjoyment. Everyone can learn how to maximise the benefits of competition by avoiding decompetition. This book is insightful and can guide the positive pursuit of excellence. \$42.00 (\$46.00) + \$8.50pp

PHYSIOLOGY, SPORTS INJURIES & HEALTH

Advanced Sports Nutrition: Dan Benardot • 2005 • 352pg • This book provides the best research and results based information and advice that athletes need to maximise their training and performance efforts. You'll learn to: time your nutrition, training and performance to consistently maintain energy balance; digest the optimal amount of nutrients for any sport; consume the right amount of fluid and electrolytes to avoid dehydration and hyperhydration; maintain the correct body composition for specific sports; understand the effects of travel, high altitude and age on nutritional needs and performance and more \$26.35 (\$31.95) + \$8.50pp

Dynatomy: William C Whiting, Stuart Rugg: 246pg • This book & DVD bring to life the wonders of human movement and applied anatomy and has been written for students of human performance who have completed an introductory human anatomy course and need a strong text in functional anatomy. A good blend of anatomy, kinesiology and biomechanics \$81.50 (\$86.90) + \$8.50pp

Endurance Sports Nutrition: Suzanne Girard Eberle • This book is written specifically for hard-core competitors. Eberle tells readers what works – and what doesn't – in actual training and racing situations. Included are actual nutritional plans of several world-class endurance athletes, complete with tips on how athletes can apply these strategies \$29.35 (\$34.95) + \$8.50pp

Gold Medal Nutrition: Glenn Cardwell • 4th Ed • 2006 • 208pg • This popular Australian sports nutrition manual is designed for fitness leaders, physical education teachers, coaches, athletes and high school or tertiary students. Easy to read, clear and concise guide
 \$32.00 (\$37.00) + \$8.50pp

Kinetic Anatomy: Robert S Behnke: 281pg • This book & DVD has been created expressly for those who will work in physical activity fields, this unique text addresses how anatomy affects movement. 'Kinetic Anatomy' makes it easy for physical education teachers and coaches to learn the fundamentals of anatomy - and to retain their knowledge for continued use and application. It lays the foundation for coaches to learn how anatomy affects movement of the human body in a practical, 'hands on' approach \$91.00 (\$97.00) + \$8.50pp

Lactate Threshold Training: Peter Janssen • All endurance athletes must be able to train their bodies to handle high levels of lactic acid in the bloodstream. Lactate Threshold Training explains how to do this. A thorough explanation of the theories and science behind the training precedes the detailed training programs and examples of elite athletes using the system. The book includes lactate threshold training, including tests for self-assessment, training programs, guidelines for avoiding overtraining, nutrition, and a discussion on the use of EPO and the struggle against doping in endurance sports \$33.00 (\$37.00) + \$8.50pp

***NEW* Massage for Sport Performance:** Michael McGillicuddy • Pre event, Post event and Recovery. Book comes with a special DVD. Athletes rely on sport massage to stay healthy, recover and perform. The book and DVD package demonstrates techniques used to prepare athletes at all levels. Advice, tips and variations for coaches and athletes. \$30.00 (\$33.00) + \$8.50pp

Nutrition for Sport: W Paish • Gives simple practical nutritional advice for all those involved in sport, whether as a performer or coach, covering many topics including suggested specialist menus \$28.00 (\$32.00) + \$8.50pp

Physiology of Sport and Exercise: Wilmore & Costill • 3rd Ed • 709pg • The ultimate physiology reference book for track and field coaches. \$110.00 (\$121.00) + \$8.50pp

Power Eating: Susan M. Kleiner • 2nd Ed • Provides proven research based guidelines from leading nutritionist for power sport athletes, with advice on supplements, optimal protein intake formulas, and shows how you eat dictates how powerful you can be
 \$25.20 (\$29.95) + \$8.50pp

Precision Heartrate Training: Edmund R Burke PhD • 2006 • 296pg • This book fully explains why and how to train with a heart rate monitor. It covers the basic concepts of heart rate training and then explains how to design and use training programs for seven different sports and activities \$30.05 (\$33.95) + \$8.50pp

***NEW* Performance Nutrition:** Krista Austin PhD, CSCS & Bob Seebohar MS RD CSSD CSCS • The book features the art of applying the science of nutrition timing. Explains how to create a personalised nutrition plan based on the athletes' specific needs. An invaluable source for nutritionists, coaches and athletes..... \$30.00 (\$33.00) + \$8.50pp

Performance Massage: Robert K. King • Full colour photos guide readers through a no-oil approach to high-energy massage designed to enhance athletic performance and reduce and prevent injuries \$27.50 (\$30.00) + \$8.50pp

Practical Sports Nutrition: Louise Burke • 2007 • 531pg • First text to provide detailed, sport specific advice enabling you to approach individual athletes and teams with an understanding of their sport and unique nutritional needs. Covers a wide variety of popular sports,

providing information that is applied, practical and useful. Specific research cited in tables backs up the advice given on nutrition, food, supplements and other topics..... \$104.00 (\$119.00) + \$8.50pp

***NEW* Running Anatomy:** Puleo & Dr Milroy • 2010 • 188pg • This book features 50 of the most effective strength exercises for runners each with a clear step by step description and full colour anatomical illustration highlighting the muscles in use. Helps you to evaluate and rehabilitate the most common injuries runners face. \$23.00 (\$26.00) + \$8.50pp

***NEW* Soft Tissue Release:** Jane Johnson • 2009 • 163pg • A clear, concise and practical book that guides you to understanding and applying the three ty0oes of soft tissue release. This text provides the basic information about the therapy that will prepare you to perform the technique. With over 160 coloured photos • Hands-On Guides for Therapists..... \$40.00 (\$45.00) + \$8.50pp

Sport First Aid: Melinda J. Flegel • 3rd Ed • 2004 • 320pg • A Coach's guide to preventing and responding to injuries. An essential book for today's high school, club sport, and national sport organization coaches. Details first-response evaluation and treatment techniques for more than 110 injuries and illnesses \$46.95 (\$56.95) + \$8.50pp

Sport First Aid: Melinda J. Flegel • 4th Ed • 2004 • 320pg • A Coach's guide to preventing and responding to injuries. The newly revised and updated book reflects the latest research and best practice put forward by the American Heart Association for over 110 athletic injuries and illnesses. Organised for quick reference covering protocols for conducting emergency action steps and life support for assessment and administration of first aid. Expanded section on performance enhancing drugs. \$35.00 (\$39.00) + \$8.50pp

Sport Mechanics for Coaches: Gerry Carr • 2nd Ed • This will give you the tools to understand how physical laws influence sport performance. You'll learn how to observe, analyse, and correct errors in performance; assess the effectiveness of innovations in sport equipment; examine training methods for potential safety problems; assess the value of innovations in the ways in which sport skills are performed; and know what to expect from different body types and levels of maturity. More than 125 illustrations and photos \$45.00 (\$49.00) + \$8.50pp

Sport Physiology for Coaches: Brian Sharkey & Steven Gaskill • 2006 • 309pg • A practical user friendly text to help coaches assess, refine, enhance and improve athlete performance through an applied approach to exercise physiology \$54.00 (\$58.00) + \$8.50pp

Sports Injuries: Malcolm Read with Paul Wade • 2nd Ed • Sports Injuries provides an indispensable self-help guide to all the common injuries that occur. This book has easy to follow illustrations to help you locate the area of pain quickly, then guide you through a range of simple self-diagnostic tests and medical options. Once the problem and course of care are determined, unique fitness ladders tell you what you can do to stay mobile and how to avoid further injury \$58.00 (\$65.00) + \$8.50pp

Sports Injuries Guidebook: Robert S Gotlin, DO • 2008 • Injuries happen so be prepared. Rely on the guidance of 25 leading sports physicians and therapists. Easy to find entries include a description of common causes, injury identification cues, explanation of symptoms, anatomical illustrations, treatment options and a plan to return to action quickly and safely \$29.00 (\$32.00) + \$8.50pp

The Anatomy Coloring Book: Wynn Kapit and Lawrence Elson • 3rd Ed • For over 23 years 'The Anatomy Coloring Book' has been the number one, best selling human anatomy colouring book, offering concisely written text and precise, extraordinary hand drawn figures \$47.00 (\$52.00) + \$8.50pp

***NEW* The Athlete's Clock:** Thomas W Rowland, MD • 2011 • 203pg • An exceptional readable exploration of athletic achievement. Challenging questions such as whether athletes consciously control sport performance, how young athletes can be safely nurtured to greatness and what the optimal time of the day is for training. A great read. \$22.00 (\$26.00) + \$8.50pp

STRETCHING

Facilitated Stretching: Robert E McAtee and Jeff Charland • 2007 • 3rd Ed • 183pg & DVD • The text provides a useful overview of PNF stretching – a safe and easy to use method that involves stretching the muscle, contracting it isometrically against resistance and then stretching it again to a new range of motion. More than 300 photographs illustrate the progression of stretches in the book, while the DVD clarifies instruction with visual demonstrations of proper technique. \$40.00 (\$44.00) + \$8.50pp

Sport Stretch: Michael J Alter • 2nd Ed • 1998 • 232pg • Contains illustrated instructions for complete stretching routines to help your athletes improve their performance, and to avoid injury in practice and competition \$26.00 (\$32.00) + \$8.50pp

Stretch to Win: Ann & Chris Frederick • 2006 • Leave the old static stretches, muscle tightness and movement restrictions behind. A complete flexibility training system which is the new way to both loosen up and perform at your best..... \$24.00 (\$27.00) + \$8.50pp

Yoga Anatomy: Leslie Kaminoff • 2007 • 221pg • See inside every yoga pose! Whether you are just beginning your journey or have been practicing yoga for years, this will be an invaluable resource. With clear, expert instruction and full-colour, detailed anatomical drawings. From breathing to standing poses, see how each muscle is used, how the spine, breathing and body position are all fundamentally linked..... \$26.35 (\$31.95) + \$8.50pp

TRAINING AIDS

Muscle Mate®: Designed as a Passive Muscle Assessment (PMA) tool for helping locate and releasing muscular trigger points around the body. It is excellent for athletes and workplace environments..... \$25.00 (\$28.00) + \$8.50pp

Skins™ BioAcceleration Technology training gear: There are substantial benefits athletes at all levels of performance can achieve by wearing garments that are built around Skins BioAcceleration Technology **FOR MEMBERS ONLY includes postage**

Long tights - Black/yellow & blue/platinum (mens) Black/purple & black/blue (womens)..... \$125.00
Half tights - Black/yellow & blue/platinum (mens)..... \$70.00
Short Sleeve top \$80.00
Long Sleeve top..... \$90.00

Sleeveless top\$80.00

VIDEOS & DVDs

Gold Medal Track & Field Series Video:

Middle and Long Distances: Coach Mike Peohklein presents his training techniques for 800m, 1500m, 3K, 5K and 10K races. Learn technique, drills, conditioning and the phases of training in which they should be used (approx 30 mins) \$49.95 (\$53.00) + \$8.50pp

(1 only left – not being made any longer)

Gold Medal Track & Field Series DVD:

Key coaching points and special training tips divided into four segments:

Middle & Long Distance, Sprints, Hurdles, Relays, Jumps and Throws \$85.00 (\$95.00)+\$8.50pp

Athletic Body in Balance DVD • Gray Cook Shows how to identify and correct muscle imbalances, mobility restrictions and stability problems (50mins) \$54.00 (\$60.00) + \$8.50pp

Coaching Techniques for Athletes with Disabilities • Chris Nunn & Scott Goodman: from Athletics Australia, a 5 minute video which highlights coaching techniques to use for athletes with disabilities \$16.00 (\$18.00) + \$8.50pp

Coaching Speed Video: Shows how to improve this skill! Explains how to assess the individual components of speed, and how to analyse running form. Illustrates many drills, and shows how to fit them into a training programme (33 mins). To be used in conjunction with the book, **Sports Speed** by G. Dintiman \$45.00 (\$53.00) + \$8.50pp

Coaching Power Video: Renaldo Nehemiah a former world record holder in the 110-meter high hurdles presents a complex training program for developing power that will help you design workouts that are both sport and athlete specific. Nehemiah - a world class athlete - exemplifies power in sport (40 mins)..... \$53.95 (\$59.00) + \$8.50pp

High Powered Plyometrics DVD • Jim Radcliffe: This DVD is loaded with progressively complex intermediate and advanced plyometric exercises that will help you improve strength, power and speed (32 mins) \$36.00 (\$43.00) + \$8.50pp

Jumping into Plyometrics Video • Donald Chu: The video shows athletes performing 21 core exercises from the Jumping into Plyometrics book; uses slow motion and freeze frame to demonstrate in detail how each exercise is executed (35 mins)

..... \$44.45 (\$53.95) + \$8.50pp

Power for Sport and Fitness Video: Presents a complex training program for developing power to help you design workouts to develop, enhance and harness the strength and speed you need to excel in your sport. Learn how to utilise resistance training exercises to improve power through strength development; develop explosive power through 24 plyometric exercises, including barrier jumps and medicine ball throws; and incorporate sprint training into your program to develop the speed necessary for maximum power. (26 mins) \$36.00 (\$43.00) + \$8.50pp

Power for Sports Performance DVD: Tim Bishop and Jay Shiner 2007. Showcases a progressive program in which resistance training is used for building a power base before advancing to a complex power program composed of strength training and plyometrics. (37 mins) \$36.00 (\$43.00) + \$8.50pp

Speed Training Video • Ralph Mouchbahani: Recommended by the IAAF, covers all aspects of speed development and includes many drills. (15 mins) \$85.00 (\$95.00) + \$8.50pp

Sport Taping Basics DVD • David H Perrin: 2005 Step by step demonstrations of 22 taping procedures. (76 mins)

..... \$52.55 (\$57.20) + \$8.50pp

The Stretching Video • Brad Walker: This video contains crucial stretching information to help you alleviate annoying back pain, recover quickly from sports injury, do away with stiff aching muscles, improve your athletic ability, cut your chances of sports injury and improve your posture..... \$29.00 (\$33.00) + \$8.50pp

Water Based Training Video • Christopher Nunn: This video (27 mins) demonstrates a range of activities for differing personal and athletic abilities. Should be used with the training manual supplied..... \$59.00 (\$66.00) + \$8.50pp

Weight Training Steps to Success Video • Thomas Baechle & Barney Groves: The companion video to Weight Training: Steps to Success shows everything you need to know to start a weight training program. Step by step the video demonstrates 19 strength building exercises that work all the major muscle groups. It uses slow motion, freeze-frames, and graphics to show you the proper positioning and lifting technique for each exercise. (57 mins) \$44.00 (\$50.00) + \$8.50pp

ORDER FROM: ATFCA, PO Box 430 ASHMORE QLD 4214

Phone: 07 5597 4499

Fax: 07 5597 5544

Email: enquiries@atfca.com.au
Website: www.atfca.com.au

POSTAGE within Australia: \$8.50 first item, \$4.00 each additional item

Prices may be subject to change without prior notification.

(Non ATFCA Members prices in brackets)

* BAF - British Athletics Federation

^ ACC - Australian Coaching Council

° IAAF - International Association of Athletics Federations