

Health Fitness Management



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This new edition is a comprehensive resource for the management and operation of health and fitness facilities and programmes. The Introduction provides an overview of the industry. Part I addresses the human resources aspects, including staff recruitment, training, development and compensation and benefits. Topics covered in Part II include member recruitment, retention and profitability, whilst Part III covers financial management and facility maintenance. Evaluation of programmes and future trends in the industry are covered in Part IV. Several chapters from the first edition have been revised and updated and other chapters have been newly written for this edition. This book will prepare the reader for a career in health and fitness facility management and assist the instructor in preparing for meaningful classroom sessions and assessing students' comprehension. This book will primarily be used as a textbook for courses on the topic and as a professional reference by health and fitness facility managers.

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