

EDDY MERCKX

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Fall 2011



Celebrate cycling's Italian heritage.



The riveting history of Team 7-Eleven.



Biju Thomas and Allen Lim reveal cycling's best recipes.

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fall 2011

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ON THE COVER: The 7-Eleven Cycling Team launched the careers of America's cycling superstars. Now veteran cycling journalist Geoff Drake shares the riders' behind-the-scenes stories to reveal the most important history of American cycling. Get your heart racing on p. 7.

Iron War

Dave Scott, Mark Allen, and the Greatest Race Ever Run

MATT FITZGERALD WITH BOB BABBITT

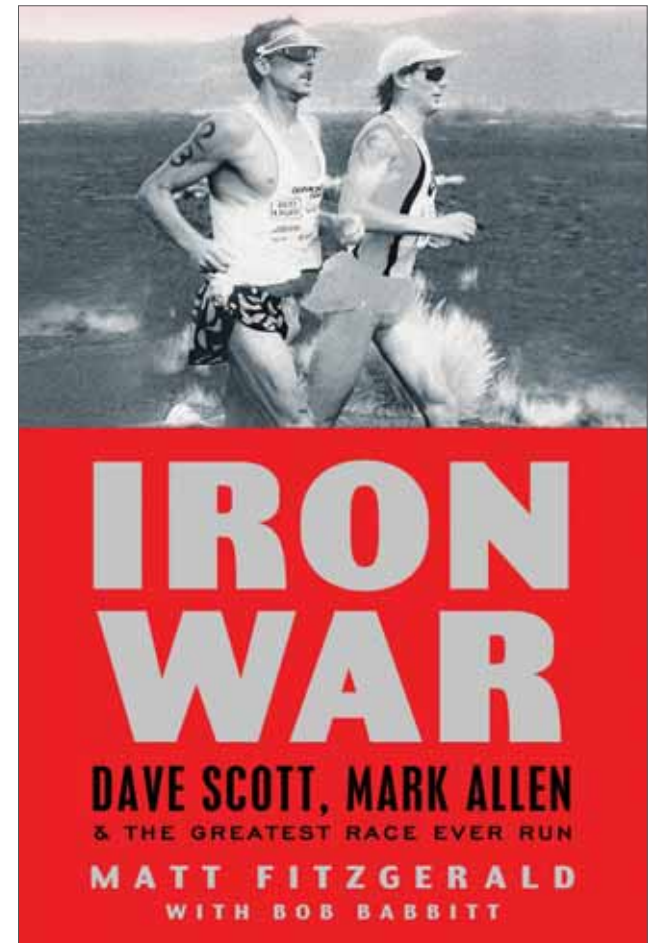
- *The first book-length work on the Iron War, triathlon's fiercest rivalry.*
- *Allen and Scott are icons in the sport and household names for triathletes.*
- *Fitzgerald is a talented journalist and a proven best-selling author.*
- *Launch coincides with 2011 Ironman® World Championship.*

SPORTS FANS AND TRIATHLETES WILL SAVOR the pulse-pounding story of the greatest race ever run, the 1989 Ironman® World Championship. In an event that would become known as the Iron War, the two strongest athletes in the world raced side by side at world-record pace for a grueling 138 miles in relentless heat. Sports journalist Matt Fitzgerald writes a deeply personal epic about the lives of two legendary rivals: one who battles his inner demons to emerge victorious and one who is left on the pavement, devastated and unable to forgive his loss.

The showdown between Dave Scott and Mark Allen stands as one of the most dramatic stories in the history of sports. Beyond its compelling race narrative, however, *Iron War* is also a fascinating exploration of how Scott and Allen pushed themselves and each other—and what it takes for anyone to break through perceived limits.

Weaving an examination of the anatomy of mental toughness into a gripping tale of athletic adventure, *Iron War* is a captivating and thought-provoking portrait of human will. Hardcover with jacket, color photosections.

Matt Fitzgerald is the author of numerous books on sports history and endurance sports. His best sellers include *Racing Weight* and *Brain Training for Runners*. He has also written extensively for *Triathlete*, *Men's Fitness*, *Men's Health*, *Outside*, *Runner's World*, *Bicycling*, *Competitor*, and countless other sports and fitness publications.



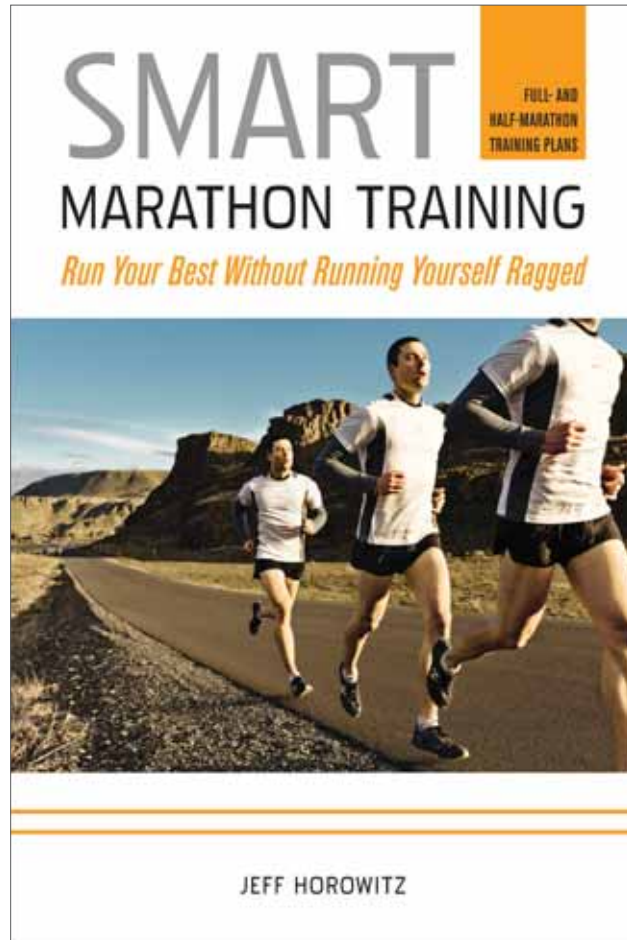
6" x 9", 320 pp.
\$25.95, 978-1-934030-77-6

Available in October

Smart Marathon Training

Run Your Best Without Running Yourself Ragged

JEFF HOROWITZ



6" x 9", 224 pp.
\$18.95, 978-1-934030-74-5

Available in October

THROUGH A SENSIBLE, MINIMALIST APPROACH, *Smart Marathon Training* puts runners at the start line of a marathon or half-marathon feeling strong, healthy, and prepared for their best race.

Too many runners train for marathons and half-marathons only to find themselves injured before they even get to the starting line. They overtrain, functioning under the notion that if some running is good, then more must be better.

Smart Marathon Training maps out a healthier, more efficient approach to training for distance races, one that emphasizes quality over quantity. The book's innovative plan pares down training to the essential runs and not a step more, combining these with a solid strength and cross-training program.

Through this practical approach to marathon training, runners will arrive at the start line fresh, free from injury, and ready for their best race yet. Paperback with photographs and tables throughout.

Jeff Horowitz is a USATF- and RRCA-certified running coach and certified personal trainer and has run over 150 marathons across the U.S., Africa, Asia, Europe, and Antarctica. Formerly an attorney, he quit law in 2008 to pursue his passion for endurance sport and now works with the DC Tri, The Nations Triathlon, and the non-profit summer camp ACHIEVE Kids Tri as well as Strides for Hope, a charity fund-raising training group that benefits The Wellness Community.

- Participation in marathon and half-marathon running is exploding, with 10% and 24% respective growth last year.

- Includes three marathon and three half-marathon training plans

- Every year, 1 in 3 runners will suffer an injury severe enough to affect their training.

- Busy runners will appreciate training in less time.

An Accidental Athlete

A Funny Thing Happened on the Way to Middle Age

JOHN "THE PENGUIN" BINGHAM

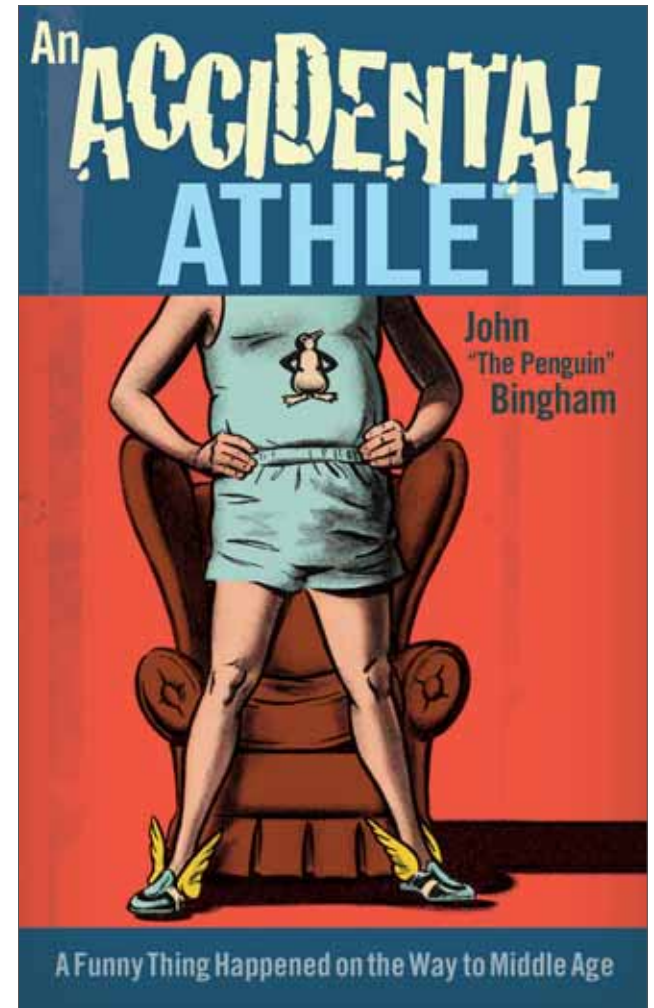
- Bingham is well known among America's 44 million casual and competitive runners from his 15+ years writing for *Runner's World* magazine.
- 10-city author tour, including the Rock 'n' Roll Marathon series (400,000 annual participants).
- Bingham is spokesman for the popular Leukemia & Lymphoma Society's Team in Training (TNT) and a featured columnist for *Competitor* magazine (500,000 monthly circulation).

KNOWN BY FANS AS "THE PENGUIN" for his back-of-the-pack speed and gentle humor, John Bingham is the unlikely hero of the modern running boom. In this warm, witty memoir, the best-selling author and columnist recalls childhood dreams of athletic glory, sedentary years of unhealthy excess, and his life-changing transformation at age 43 from couch potato to "adult-onset athlete."

Overweight, uninspired, and saddled with a pack-and-a-half-a-day smoking habit, Bingham found himself firmly wedged into a middle-aged-slump. Then frightening emergency room visits and an unexpected conversation with a happy piano tuner led him to discover running—and changed his life for the better.

In turns inspiring, poignant, hilarious, and heartbreaking, *An Accidental Athlete* is the story of the joys of running—the pride of the finisher's medal, a bureau-busting t-shirt collection, intense back-of-the-pack strategizing. And one man's discovery that middle age was not the finish line but only the beginning. Paperback.

John "The Penguin" Bingham is the unofficial spokesman of the modern running boom. His column, The Penguin Chronicles, first appeared in *Runner's World* magazine in 1996, launching Bingham's career as one of the running community's most popular and recognized personalities. Now he is a featured columnist for *Competitor* magazine, national spokesperson for the Leukemia & Lymphoma Society's Team in Training, principal announcer at the Rock 'n' Roll Marathon series, and his popularity continues to grow. Bingham is author of *The Courage to Start*, *No Need for Speed*, *Marathoning for Mortals*, and *Running for Mortals*.



5" x 8", 224 pp.
\$16.95, 978-1-934030-73-8

Available in September

Italian Racing Bicycles

The People, the Products, the Passion

GUIDO P. RUBINO



10 5/8" x 9 1/2", 192 pp.
\$39.95, 978-1-934030-66-0

Available in October

AS WITH HIGH FASHION OR SPORTS CARS, when fans talk about racing bicycles the conversation soon turns to the products of Italy. Seasoned cyclists know that an Italian bicycle is a more personal possession than a bicycle of other origin.

Italian Racing Bicycles celebrates this deep connection between rider and bicycle, chronicling the rich history of 40 landmark brands intimately connected with racing. The brands have deep roots, some tracing their lineage back more than 100 years to the early days of the velocipede. They also share an obsession with craftsmanship and its contribution to pure performance.

Melding painstaking historical research with personal visits to each artist's workshop, author Guido P. Rubino has unearthed the stories, the methods, the dreams, and the personalities of these cycling firms, large and small, that have contributed so fundamentally to the glory of the sport. *Italian Racing Bicycles* illuminates those stories in an inviting format bursting with rare photographs and intimate detail. Hardcover with jacket, 230 color and b&w photographs throughout.

Guido P. Rubino has written about cycling technology since 1996, with articles in such magazines as *BiciSport*, *Cicloturismo*, and *MTB Magazine*. He is the coauthor of *Campagnolo: 75 Years of Cycling Passion* (VeloPress, 2008) and has written four other cycling titles published in Italy.

- *The growth of the U.S. cycling market has fueled the sales of exotic bikes that sell for \$5,000–\$10,000 and more.*

- *Italian bicycles are revered within the sport of cycling, just as Ferrari, Lamborghini, Maserati, and Ducati are revered in their sports.*

- *The only coffee-table book on Italian bicycles and accessories.*

Team 7-Eleven

America's Greatest Cycling Team

GEOFF DRAKE WITH JIM OCHOWICZ, FOREWORDS BY ERIC HEIDEN AND EDDY MERCKX

- *The first complete history of America's first professional bike racing team.*
- *Released over the 30-year anniversary of the team's formation.*
- *Written with the enthusiastic cooperation of the team's founder and riders.*

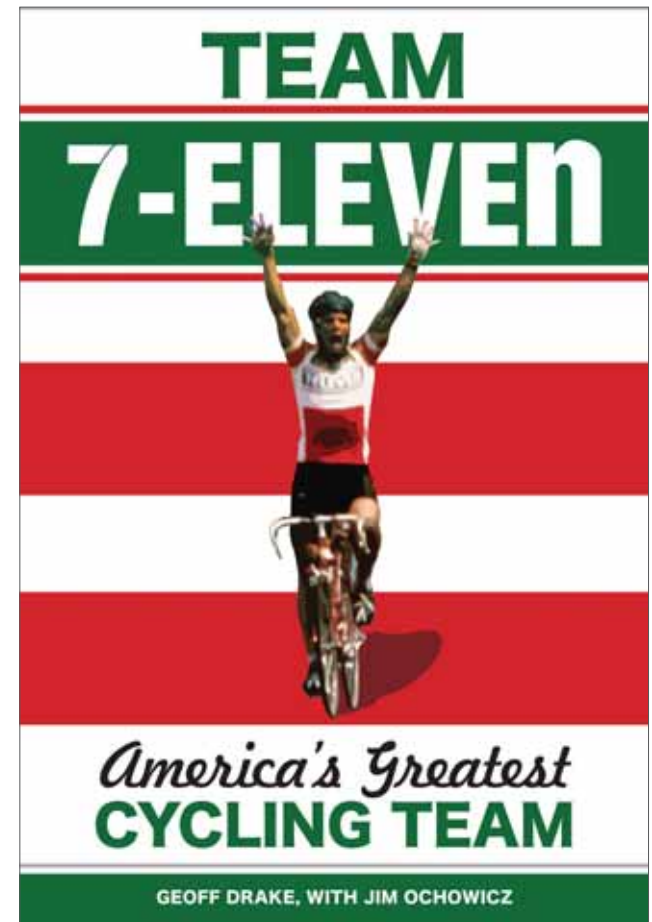
THE 7-ELEVEN CYCLING TEAM LAUNCHED the careers of American cycling superstars Bob Roll, Andy Hampsten, Davis Phinney, Ron Kiefel, and more. Written with the enthusiastic cooperation of the team members, *Team 7-Eleven* will delight cycling fans with behind-the-scenes stories of the team's founding, growing pains, and lasting success as the team that established America as a powerhouse in the world of professional cycling.

Founded in 1981 by Jim Ochowicz and Olympic medalist Eric Heiden and sponsored by the 7-Eleven chain of convenience stores, the team rounded up the best amateur cyclists in North America and formed them into a cohesive, European-style cycling team. As amateurs, they dominated the American race scene and won seven medals at the 1984 Olympic Games in Los Angeles. As professionals, the team members went to Europe and soon received invitations to the Tour of Italy and then the Tour de France, putting Americans on the podium in landmark victories that would change the face of American cycling forever.

Team 7-Eleven is the most important missing piece in the story of American cycling; this is the book American cyclists have been waiting 30 years to read. Hardcover with jacket, 100 color photographs.

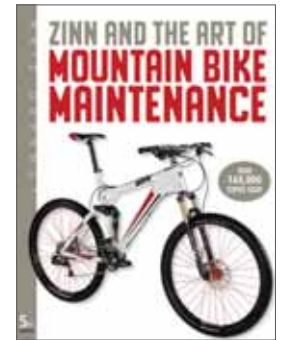
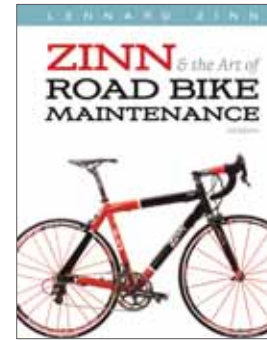
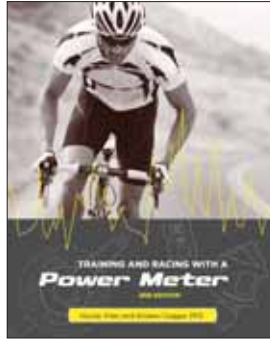
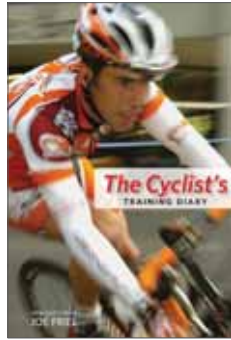
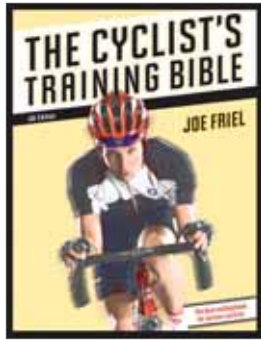
Geoff Drake is the former editor of *VeloNews* and the former editor of *Bicycling* magazine. As editor of *VeloNews*, he covered the 7-Eleven team's exploits in the team's most important years.

Jim Ochowicz is a former Olympic cyclist and is currently the manager of the BMC professional cycling team. Ochowicz created the 7-Eleven team and its successors, the Motorola Cycling Team and the U.S. Postal Cycling Team, with which Lance Armstrong won seven Tour de France overall victories.



Cover not final
6 ½" x 9 ½", 320 pp.
\$27.95, 978-1-934030-53-0

Available in September



The Cyclist's Training Bible, 4th Ed.

JOE FRIEL

This new edition of Joe Friel's best-selling *The Cyclist's Training Bible* includes all of the latest advances in training and technology. Using this book, cyclists can create a comprehensive, self-coached training plan based on their personal goals. With an understanding of the science that shapes Friel's approach, cyclists will have the know-how to maximize form and fitness and adapt their training over the course of the season. 2-color interior with illustrations, charts, and tables throughout.

Paperback | 8½" x 11", 344 pp. | \$24.95 | 978-1-934030-20-2

The Cyclist's Training Diary

INTRODUCTION BY JOE FRIEL

The Cyclist's Training Diary makes it easy to plan, record, and interpret every component of cycling training. With a year of undated weekly spreads, the diary allows ample space to record every training detail, from weather conditions to resting heart rate and daily nutrition. Charts help organize race results, track fitness indicators, and record physiological test results. 2-color interior.

Paperback with wire-o binding | 6½" x 9", 264 pp. | \$15.95 | 978-1-934030-08-0

The Time-Crunched Cyclist

Fit, Fast, and Powerful in 6 Hours a Week

CHRIS CARMICHAEL AND JIM RUTBERG

Designed by Lance Armstrong's personal coach, *The Time-Crunched Cyclist: Fit, Fast, and Powerful in 6 Hours a Week* presents a high-intensity, low-volume training program that delivers competitive fitness and power without the impossible time demands of conventional approaches. In fewer than 6 hours a week, cyclists can develop the snap, endurance, and strength they need to push the pace in the local group ride, have fun and perform well in local races, or tackle a challenging 100-mile charity ride. B&w photographs, charts, and tables throughout.

Paperback | 6" x 9", 232 pp. | \$19.95 | 978-1-934030-47-9



Training and Racing with a Power Meter, 2nd Ed.

HUNTER ALLEN AND ANDREW COGGAN, PHD

This second edition completely revises the groundbreaking book that made power meters understandable to cyclists and triathletes. Riders will learn how to use a power meter to identify their strengths and weaknesses, measure fitness and fatigue, optimize workouts, time race readiness, and race using wattage. This edition introduces new methods to predict race performance and pinpoint weaknesses, two power-based training plans, and 65 workouts. 2-color tables and charts throughout.

Paperback | 7¾" x 9¼", 344 pp. | \$24.95 | 978-1-934030-55-4

Zinn and the Art of Road Bike Maintenance, 3rd Ed.

LENNARD ZINN

Zinn & the Art of Road Bike Maintenance has become one of the world's best-selling books on bicycle care. This clearly illustrated, two-color guide provides simple step-by-step instructions for basic and advanced bicycle repair. Newcomers and experienced mechanics alike will benefit from the hundreds of illustrations, the exploded views of how components go together, and Zinn's practical, time-saving tips. All the latest high-tech equipment is covered in this new edition, but Zinn does not neglect older bikes. 2-color interior with charts, tables, and hundreds of illustrations throughout.

Paperback | 8½" x 11", 440 pp. | \$24.95 | 978-1-934030-42-4

Zinn and the Art of Mountain Bike Maintenance, 5th Ed.

LENNARD ZINN

Zinn & the Art of Mountain Bike Maintenance is the world's best-selling book on mountain bike maintenance and repair. Newcomers and experienced mechanics alike will benefit from the hundreds of illustrations, the exploded views of how components go together, and Zinn's practical, time-saving tips. Zinn's friendly advice and years of experience make tackling even the most daunting task fun and easy. No matter how old or new your bike, Zinn has got it covered. 2-color interior and 600 illustrations.

Paperback | 8 ½" x 11", 464 pp. | \$24.95 | 978-1-934030-59-2



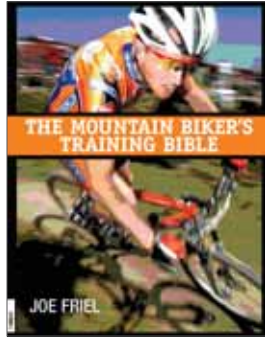
Weight Training for Cyclists, 2nd Ed.

A Total Body Program for Power and Endurance

KEN DOYLE AND ERIC SCHMITZ

In addition to the powerful quads and chiseled calves they're known for, cyclists need strong core muscles and solid upper-body strength to use their power efficiently. *Weight Training for Cyclists* shows cyclists how they can get stronger to ride stronger. From the off-season to race day, this is the program cyclists need to build cycling strength, skills, and endurance. Illustrations, charts, and tables throughout.

Paperback | 6" x 9", 224 pp. | \$18.95 | 978-1-934030-29-5



The Mountain Biker's Training Bible

JOE FRIEL

Mountain bikers will reap the benefits of a more deliberate and efficient training program with the help of Joe Friel. If results are the goal, training should not be left to guesswork or the "ride-until-you-drop" mentality. Friel is renowned for his proven training methodology, which is built around the individual rider. Off-road cyclists, from novice to professional, will reach new levels of success with Friel's scientific approach. Tables and illustrations throughout.

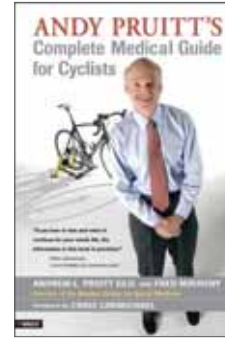
Paperback | 8½" x 11", 328 pp. | \$19.95 | 978-1-884737-71-8

Training Plans for Cyclists

GALE BERNHARDT

This collection of 16 training plans from world-class cycling coach Gale Bernhardt will prepare cycling enthusiasts and first-time riders alike for their biggest and best rides. With chapters devoted to the basics of fitness, nutrition, stretching, and strengthening, this book is an essential guide for anyone who participates in cycling events or wants to break out of weekend-warrior status with a balanced training plan. Detailed training plans range from 30 to 100 miles for road cyclists and mountain bikers. Adventurous cyclists can get fit for 3-day to weeklong tours. B&w illustrations, charts, and tables throughout.

Paperback | 7¾" x 9¼", 288 pp. | \$21.95 | 978-1-934030-18-9



Andy Pruitt's Complete Medical Guide for Cyclists

ANDREW L. PRUITT, EDD, WITH FRED MATHENY

The world's leading expert in bike fit explains the steps of a complete fit session and the logic behind each adjustment. Injured cyclists can easily pinpoint symptoms, identify the causes, and begin proven remedies to get back in the saddle, riding more smoothly and with more power. Pruitt offers training tips, stretches and rehab exercises, strategies to stay healthy during a long season, adjustments for aging riders, and guidance on healthy weight loss. B&w photographs and illustrations throughout.

Paperback | 6" x 9", 224 pp. | \$18.95 | 978-1-931382-80-9



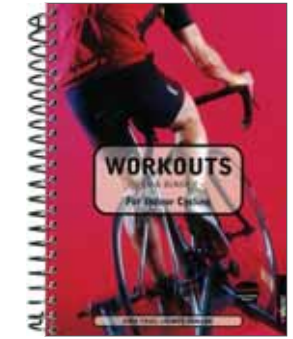
Base Building for Cyclists

A New Foundation for Endurance and Performance

THOMAS CHAPPLE

Go slower to get faster. That's the strategy Thomas Chapple says will lead to a bigger aerobic base and better-tuned metabolic fueling later in the season. Chapple breaks the base period into four subperiods to better develop specific aerobic systems. With clear text and detailed illustrations, Chapple's smart preparation teaches the body to create a stronger fitness base that guarantees continuous improvement season after season. Tables, charts, and illustrations throughout.

Paperback | 6" x 9", 320 pp. | \$18.95 | 978-1-931382-93-9

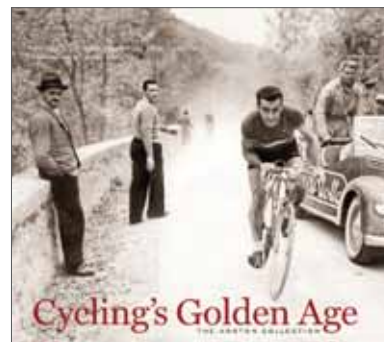
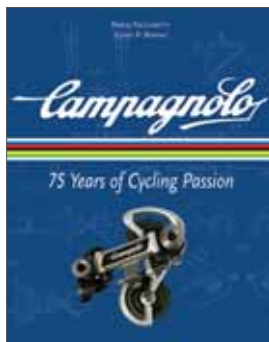


Workouts in a Binder® for Indoor Cycling

DIRK FRIEL AND WES HOBSON

Most cyclists consider indoor cycling torturous and would prefer to ride on the road, but the weather and busy schedules don't always cooperate. Now sessions on the trainer can be more interesting and beneficial. These 60 workouts are each designed to achieve specific training goals. Cyclists can follow four recommended training plans or pepper workouts into their existing training program. Each workout offers three ways to measure effort: heart rate, perceived exertion, and wattage.

Spiral-bound, sweatproof paper | 5" x 7", 96 pp. | \$29.95 | 978-1-931382-75-5



The Spring Classics

Cycling's Greatest One-Day Races

PHILIPPE BOUVET, PHILIPPE BRUNEL, PIERRE CALLEWAERT, JEAN-LUC GATELLIER, AND SERGE LAGET / INTRODUCTION BY PAUL SHERWEN

The spring classics test cycling's toughest riders with the worst conditions imaginable—sucking mud, choking dust, leg-numbing sleet, fanatic spectators, and Europe's narrowest, most bone-grinding country roads. *The Spring Classics* delves into the stories of these glorious races through hundreds of rare and restored photographs presented in a lavish format. Full-color and b&w photographs throughout.

Hardcover with jacket | 10" x 12½", 224 pp. | \$39.95 | 978-1-934030-60-8

Paris-Roubaix

A Journey Through Hell

PHILIPPE BOUVET, PIERRE CALLEWAERT, JEAN-LUC GATELLIER, AND SERGE LAGET
TRANSLATED BY DAVID V. HERLIHY

All the history and excitement of the world's greatest one-day race are captured in hundreds of spectacular photographs in this beautiful, oversized book. With authoritative text from France's top sportswriters, *Paris-Roubaix* commemorates the timeless story of the race, its riders, its traditions, and its secrets. Color and b&w photographs throughout.

Hardcover with jacket | 10" x 12½", 224 pp. | \$39.95 | 978-1-934030-09-7

Campagnolo

75 Years of Cycling Passion

PAOLO FACCHINETTI AND GUIDO RUBINO

As Leica is to cameras and Ferrari is to racing automobiles, Campagnolo is to cycling: designer of the finest parts for bicycles ever made. With its deeply researched history (much of it from the company's private archives), spectacular color photography, rich text, and lavish presentation, *Campagnolo* is a book for every lover of the sport of cycling. Color and b&w photographs and illustrations throughout.

Hardcover with jacket | 9½" x 11¾", 160 pp. | \$39.95 | 978-1-934030-37-0

Cycling's Golden Age

Heroes of the Postwar Era, 1946–1967

FEATURING THE PRIVATE COLLECTION OF SHELLY AND BRETT HORTON
TEXT BY OWEN MULHOLLAND / FOREWORD BY EDDY MERCKX

Cycling's greatest generation—Fausto Coppi, Gino Bartali, Hugo Koblet, Jacques Anquetil, and others—comes to life through trophies, jerseys, and personal possessions in this spectacular compilation of memorabilia and photos. *Cycling's Golden Age* is an intimate encounter with the icons of the sport. Color and b&w photographs throughout.

Hardcover with jacket | 11" x 10", 240 pp. | \$49.95 | 978-1-931382-87-8

A Dog in a Hat

An American Bike Racer's Story of Mud, Drugs, Blood, Betrayal, and Beauty in Belgium

JOE PARKIN / FOREWORD BY BOB ROLL

In 1987, Bob Roll told Joe Parkin that to become a pro, he must go to Belgium. Riding along a canal in Belgium years later, Roll encountered Parkin and barely recognized him. Belgium had forged Parkin into a pro and changed him forever. *A Dog in a Hat* is his remarkable story. Parkin lays it all out: the drugs, the payoffs, the betrayals, the battles for contracts, the endless promises, and the glory of racing day after day. *A Dog in a Hat* is the unforgettable story of Joe Parkin and his love affair with racing. Color photo section.

Paperback | 6" x 9", 240 pp. | \$21.95 | 978-1-934030-26-4

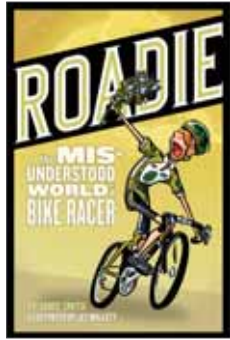
Come and Gone

A True Story of Blue-Collar Bike Racing in America

JOE PARKIN

Come and Gone brings Joe Parkin back to the American racing scene. After five years of gritty, blue-collar cycling in Belgium (*A Dog in a Hat*), Parkin returns home looking for a ride. He joins the elite Coors Light road team, but the adjustment to U.S. racing proves difficult. Disillusioned, Joe nearly abandons the peloton when he makes a desperate try at pro mountain biking. The freshness of this new sport reignites Joe's love of riding. Color photo section.

Paperback | 6" x 9", 208 pp. | \$21.95 | 978-1-934030-54-7



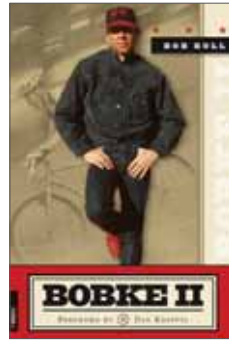
Roadie

The Misunderstood World of a Bike Racer

JAMIE SMITH / ILLUSTRATED BY JEF MALLETT

Roadie addresses all of the curiosities that accompany the sport of cycling, from shaved legs to colorful jerseys. Pacelines, drafting, sprinting, climbing, and breakaways are demystified with colorful anecdotes and humorous illustrations from cycling's favorite cartoonist, Jef Mallett. B&w illustrations throughout.

Paperback | 6" x 9", 224 pp. | \$21.95 | 978-1-934030-17-2

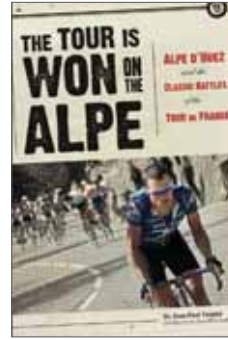


Bobke II

BOB ROLL

Former Tour de France racer, well-known scribe, and race announcer Bob Roll is about to cause a ruckus! Revisit all of the original journals of Roll's wild rides and crazy tales about cycling's uncensored side. *Bobke* tips his cap to the classic riders and races, takes us on a grueling week of training with Lance Armstrong, tells the sport as he sees it, and entertains us with plenty of ditties and rants in between.

Paperback | 6" x 9", 208 pp. | \$16.95 | 978-1-931382-28-1



The Tour Is Won on the Alpe

Alpe d'Huez and the Classic Battles of the Tour de France

JEAN-PAUL VESPINI / TRANSLATED BY DAVID V. HERLIHY

Cycling historian Jean-Paul Vespini tells the story of this celebrated climb from year to year, beginning with the inaugural ascent in 1952. Each chapter recounts one ascent of the Alpe, with colorful anecdotes about cycling's great climbers. Here at last is the definitive history and unforgettable story of cycling's greatest challenge. Color photo section.

Paperback | 6" x 9", 240 pp. | \$21.95 | 978-1-934030-23-3



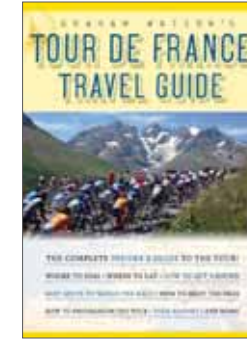
Inside the Postal Bus

My Ride with Lance Armstrong and the U.S. Postal Cycling Team

MICHAEL BARRY

Michael Barry, Lance Armstrong's teammate from 2002 to 2005, reveals the whirlwind life of the U.S. Postal team in its final season, shedding light on the good, the bad, and the ugly sides of the sport. Descriptive stories of the rituals and rigors of the team make this book an entertaining and refreshingly honest look at life on the road.

Paperback | 6" x 9", 312 pp. | \$21.95 | 978-1-931382-61-8



Graham Watson's Tour de France Travel Guide

The Complete Insider's Guide to the Tour!

GRAHAM WATSON

Each July, hundreds of thousands of fans head to France to watch its great annual bike race. But unless they've planned carefully, they'll arrive to find full hotels, blocked routes, overpriced food, chaotic roads, and endless frustration as they try to get close to the action. Featuring hundreds of Watson's award-winning photographs along with full-color maps, travel tips, checklists, and travel resources, this insider's guide presents fresh and unique strategies for getting around the Tour's daily obstacles to find a front-row seat. Color photographs, maps, charts, and tables throughout.

Paperback with flaps | 5½" x 7⅞", 352 pp. | \$24.95 | 978-1-934030-38-7

Boy Racer

My Journey to Tour de France Record-Breaker

MARK CAVENDISH

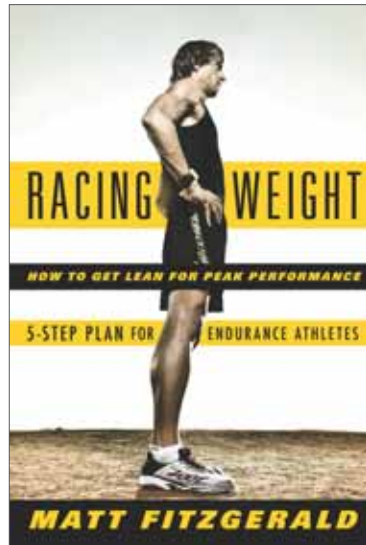
No one in cycling is faster than Mark Cavendish—or more brash. In his own words, Cav un masks the manic, brutal world of professional cycling with the unique viewpoint of a young superstar. Written off as fat and useless in his youth, Cav found a hunger for success and sheer natural ability that forged him into one of cycling's youngest phenoms—and one of its most accomplished sprinters. *Boy Racer* brings readers into Cav's head as he sprints into cycling's canon of larger-than-life riders. Color photo sections.

Paperback | 6" x 9", 320 pp. | \$21.95 | 978-1-934030-64-6

Racing Weight

How to Get Lean for Peak Performance

MATT FITZGERALD



6" x 9", 296 pp.

\$18.95, 978-1-934030-51-6

Over
50,000
sold!

75% of all endurance athletes are concerned about their body weight.

STUDIES SHOW THAT ATHLETES are just as concerned about their weight as the greater, less fit population. After all, an extra 10 pounds demands more than 6% more energy at a given pace. *Racing Weight* is the first weight-loss book for endurance athletes that focuses on healthy weight management as a means to higher performance.

Fitzgerald offers a 5-step plan to get leaner and lighter for competition. Athletes can find and attain their fastest body weight and composition by improving the quality of their diet, managing appetite, and timing important nutrients.

The *Racing Weight* program is founded on the latest research on weight management but provides practical examples of good nutrition and easy-to-follow guidelines. *Racing Weight* explodes myths about fat and weight gain, protein and muscle building, macronutrient ratios, calorie counting, glycemic index, and weight gain during the off-season.

Racing Weight is an essential guide to help endurance athletes make the subtle but important changes they need to start their next race at their optimal weight. Paperback with b&w photographs and tables throughout.

Racing Weight Quick Start Guide

A 4-Week Weight-Loss Plan for Endurance Athletes

MATT FITZGERALD



6" x 9", 288 pp.

\$18.95, 978-1-934030-72-1

THREE OUT OF FOUR ENDURANCE ATHLETES are concerned about their weight, but fad diets harm an athlete's workouts and long-term performance. Based on the principles of the best-selling book *Racing Weight*, this new title offers runners, cyclists, and triathletes a detailed set of training plans that will help them lose weight quickly. In just 4 to 8 weeks athletes can begin weight loss of 5–10, 11–20, or 20+ pounds. The book's active ingredients are a fast-paced training plan of high-intensity workouts and strength training and a menu of calorie-restricted, high-protein meals and snacks.

Racing Weight Quick Start Guide helps athletes lose significant amounts of weight quickly by focusing their training and diet on weight loss. Once they have hit their quick start weight-loss goals, athletes will resume their normal training while continuing to lose unwanted weight using the proven strategies of the *Racing Weight* program. Paperback with 2-color charts and illustrations throughout.

Matt Fitzgerald is a prolific endurance sports writer with many books on running, triathlon, nutrition, and weight loss. His most recent books are *RUN: The Mind-Body Method of Running by Feel*, *Racing Weight*, *Brain Training for Runners*, and *The Runner's Diary*. He has contributed to *Men's Fitness*, *Men's Health*, *Outside*, *Runner's World*, *Bicycling*, *Running Times*, *Women's Running*, *Triathlete*, *Competitor*, *VeloNews*, and other sports and fitness publications. Fitzgerald is a featured coach on TrainingPeaks.com and Active.com. He is a certified sports nutritionist (CISSN) licensed by the International Society of Sports Nutrition.

The Feed Zone Cookbook

Fast and Flavorful Food for Athletes

BIJU THOMAS WITH ALLEN LIM

- *The first true cookbook for endurance athletes with plenty of options for gluten-free and vegetarian diets.*
- *Prerace recipes are pro athlete tested and coach approved.*
- *150 5-ingredient, 5-step recipes with easy substitutions.*



HIGH-PERFORMANCE FOOD NEVER TASTED SO GOOD. Sports physiologist Allen Lim and professional chef Biju Thomas team up in *The Feed Zone Cookbook* to make fueling for endurance sports easy and great tasting instead of a chore.

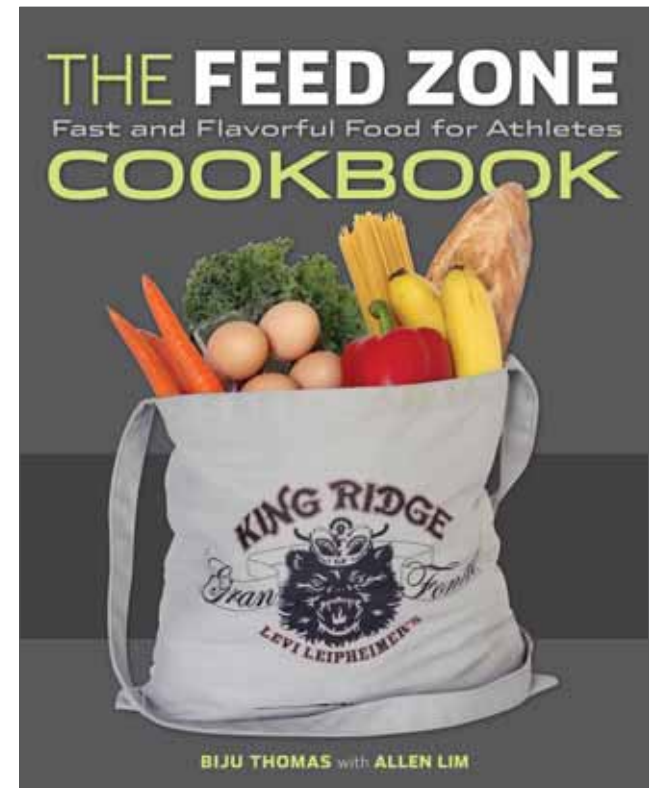
The Feed Zone Cookbook provides 150 delicious recipes that even the busiest athletes can prepare in less time than it takes to warm up for a workout. With simple recipes requiring just a handful of ingredients, Lim and Biju provide a no-fuss guide to eating well as an athlete.

Equipped with a rice cooker, hot plate, and a pot or two, Biju and Lim show how easy it is for athletes to prepare their own food, whether at home or on the go. With thorough nutritional breakdowns for each recipe and fun tips explaining the how and why, this book is the perfect blend of science and practice.

The Feed Zone Cookbook will change the way athletes think about fueling for performance, replacing the highly processed, prepackaged bars, gels, and meals with the real, nourishing foods that everyone craves. Hardcover, full-color photographs throughout.

Biju Thomas is the chef behind the menus of many successful restaurants in Denver and Boulder, Colorado. He has worked closely with professional cyclists including Levi Leipheimer and Lance Armstrong to improve their eating habits for better performance. Biju is also a contributor to Map My Fitness, one of the largest social networks in the sports industry.

Allen Lim, PhD is sports physiologist for the Team RadioShack pro cycling team. Previously, Lim worked with Jonathan Vaughters and the Garmin pro cycling team. Lim has worked closely with the top U.S. cyclists, including Lance Armstrong, Levi Leipheimer, Christian Vande Velde, and David Zabriskie.

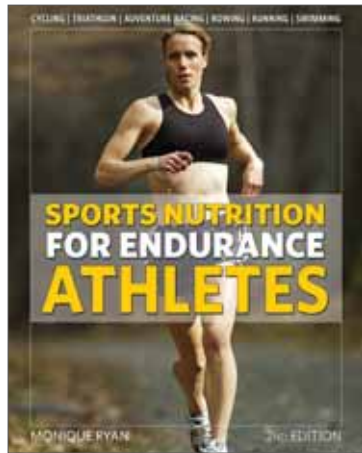


6½" x 8", 320 pp.
\$24.95, 978-1-934030-76-9

Available in November

Sports Nutrition for Endurance Athletes, 2nd Ed.

MONIQUE RYAN, MS, RD, CSSD, LDN



7³/₈" x 9¹/₄", 368 pp.
\$21.95, 978-1-931382-96-0

SMART NUTRITION CAN MAKE THE DIFFERENCE between setting a new PR or bonking into a disastrous race result. Even small improvements in nutrition can deliver better training and faster recovery.

Sports Nutrition for Endurance Athletes is a complete reference for every question on fueling, post workout recovery nutrition, weight loss, ergogenic aids, electrolytes and hydration, vitamins and minerals, and supplements. This nutritional bible for endurance athletes demystifies sports nutrition, debunking myths and misconceptions to explain the principles that fuel athletes for better performance.

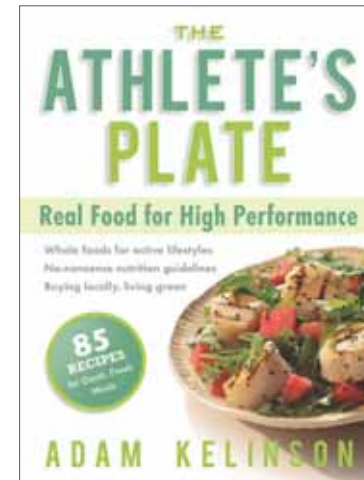
Certified sports nutritionist and dietitian Monique Ryan examines the building blocks of an effective, high-quality diet, showing runners, cyclists, and triathletes how to optimize their nutrition to meet the unique demands of their workouts and races. Paperback with tables, photographs, and sample menus throughout.

Monique Ryan, MS, RD, LDN, CSSN is an internationally recognized sports nutritionist with 30 years of professional experience helping elite and age-group endurance athletes and professional, major-league sports teams to optimize their nutrition. As founder of Chicago-based Personal Nutrition Designs, Ryan has worked with USA Triathlon, USA Cycling, Synchro Swimming USA, the Timex Multisport Team, Chicago Fire MLS Soccer Team, and four professional cycling teams. She is a trusted source for nutrition stories in the mainstream and endurance sports media.

The Athlete's Plate

Real Food for High Performance

ADAM KELINSON



7¹/₂" x 10", 312 pp.
\$24.95, 978-1-934030-46-2

LIVING THE ACTIVE LIFESTYLE doesn't always leave time to shop for and prepare great meals. But for fuel-starved endurance athletes, there is no substitute for real food.

In *The Athlete's Plate*, professional chef and endurance athlete Adam Kelinson makes preparing great meals a pleasure. Kelinson guides readers through the grocery store and farmers' market, teaching how to shop locally and in season. In the kitchen, he supplies 85 delicious recipes designed for quick and easy preparation.

The Athlete's Plate offers a no-nonsense approach to food, making it easy to eat well. Kelinson explains the principles of sports nutrition and how a seasonal, whole-foods shopping strategy meshes with the endurance sports lifestyle.

The Athlete's Plate offers a worry-free way to balanced nutrition, incorporating all the nutrients athletes need to fuel and recover for training and racing. Paperback with color photographs, charts, and tables throughout.

"My career in sports medicine has shown me the critical importance of real food. The Athlete's Plate is an authoritative guide on how to eat well for health and fitness."

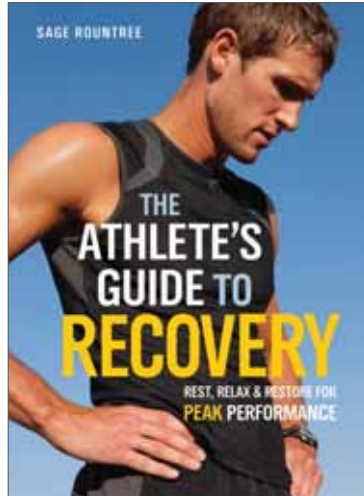
—JOSEPH MAROON, MD,
neurosurgeon for Pittsburgh Steelers,
Ironman® triathlete, and author of
The Longevity Factor

Adam Kelinson is a professional chef, a three-time Ironman®, and the founder of Organic Performance, a nutrition consulting company. Kelinson has cooked and consulted for athletes, celebrities, and business executives. He has written on diet and nutrition for *TrailRunner*, *Inside Triathlon*, xtri.com, Dietwatch.com and is the nutritional director for the Silverman Full Distance Triathlon.

The Athlete's Guide to Recovery

Rest, Relax, and Restore for Peak Performance

SAGE ROUNTREE



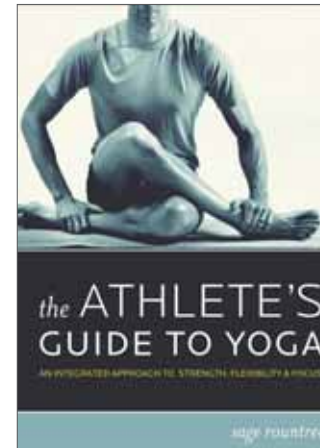
6" x 9", 232 pp.
\$18.95, 978-1-934030-67-7

ATHLETES BECOME FASTER DURING RECOVERY, not during workouts. *The Athlete's Guide to Recovery* is the first comprehensive, practical exploration of the art and science of athletic rest. Certified coach and yoga instructor Sage Rountree guides athletes to full recovery and improved performance. Her book explains how much rest athletes need, how to measure fatigue, and how to make the best use of recovery tools.

Drawing on her own experience and extensive interviews with coaches, trainers, and elite athletes, Rountree details daily recovery practices, demystifying common aids like compression apparel, supplements, and ice baths as well as more exotic technologies. Athletes will discover which methods work and how and when they are most effective.

Rountree offers recovery plans for a variety of events, from short-distance bike races to ultramarathons, so athletes can rest assured that they are ready for the next phase of training and racing. Paperback with 2-color tables, figures, and photographs throughout.

Sage Rountree is an internationally recognized authority on yoga for athletes and an expert endurance sports coach. An accomplished age-group triathlete and runner, Sage is a RRCA- and USAT-certified coach and is an Experienced Registered Yoga Teacher with the Yoga Alliance. She contributes to *Runner's World*, *Triathlete*, *Yoga Journal*, *USA Triathlon Life*, *VeloNews*, and *Endurance* magazines as well as CompetitorTV, LAVAmagazine.com, and USA Triathlon's continuing education program for coaches.



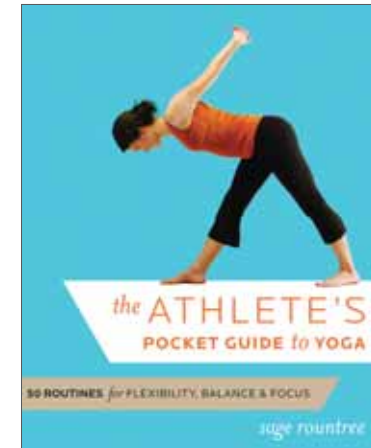
The Athlete's Guide to Yoga

An Integrated Approach to Strength, Flexibility, and Focus

SAGE ROUNTREE

Yoga makes good athletes better because it imparts flexibility, balance, whole-body strength, and mental focus. Rountree explains how to incorporate yoga into existing, year-round training plans. She addresses common problem areas of the body and adapts poses to make them achievable for even the tightest athletes. Color photographs throughout.

Paperback | 7³/₈" x 9¹/₄", 264 pp. | \$21.95 | 978-1-934030-04-2



The Athlete's Pocket Guide to Yoga

50 Routines for Flexibility, Balance, and Focus

SAGE ROUNTREE

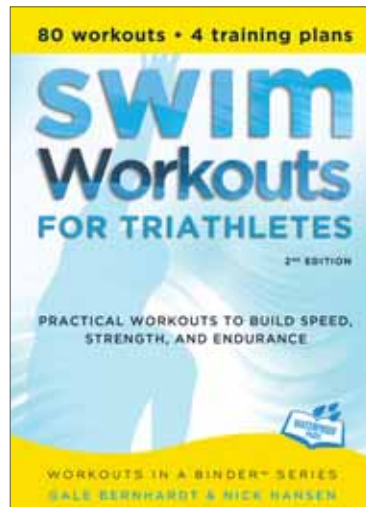
At the height of the season, athletes often disappear from yoga classes in favor of demanding, sport-specific training. Sage Rountree makes it easy for athletes to reap the benefits of yoga year-round with 5-minute warm-ups, 20-minute flexibility routines for after workouts, longer strength sessions for the off-season and base periods, and focus sessions to improve recovery and mental toughness. Color photographs throughout.

Spiral-bound | 6" x 7", 120 pp. | \$15.95 | 978-1-934030-41-7

Swim Workouts for Triathletes, 2nd Ed.

Practical Workouts to Build Speed, Strength, and Endurance

GALE BERNHARDT AND NICK HANSEN



5" x 7", 120 pp.
\$29.95, 978-1-934030-75-2

MOST TRIATHLETES ARE WEAK SWIMMERS. They neglect their swimming form and endure countless unfocused workouts. The result is lost time on race day.

Swim Workouts for Triathletes features 80 swim workouts with the structure, variety, and drills triathletes need to become more efficient swimmers. Each workout is designed around a specific goal—endurance, speed, form, muscular endurance, or anaerobic endurance—making it easy to prepare for any race and improve all-around skill.

This new edition includes more workouts; the 10 best drills to improve freestyle technique; 30-minute sessions for busy schedules; open-water workouts; beginner and advanced swim sets for each workout; and four new training plans for sprint, Olympic and half-Iron, and Ironman® race distances and general fitness. Spiral-bound waterproof paper with 4-color interior.

Gale Bernhardt is one of triathlon's premier coaches. She was selected to coach the men's and women's teams for the 2004 Olympics in Athens, Greece, and she served as a world cup coach for the International Triathlon Union development squad. Gale holds the highest certifications offered by USA Triathlon and USA Cycling.

Nick Hansen served as U.S. National Team swimming coach, University of Wisconsin head coach, University of Arizona assistant coach, and masters swim coach. Nick holds a graduate degree in exercise physiology and formerly served at the University of Wisconsin Sports Medicine Clinic.

The Time-Crunched Triathlete

Race-Winning Fitness in 8 Hours a Week

CHRIS CARMICHAEL AND JIM RUTBERG



6" x 9", 328 pp.
\$19.95, 978-1-934030-61-5

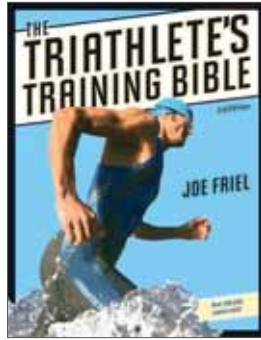
CHRIS CARMICHAEL PRESENTS a fast-paced triathlon training program that delivers competitive speed without the time demands of conventional approaches. In as few as 8 hours per week, triathletes can develop the speed and endurance they need to be competitive in triathlon, from sprint- to half-Iron-distance races.

Drawing upon principles refined while coaching busy endurance athletes, Carmichael shows triathletes how to build fitness in three sports on a realistic schedule that fits into their busy professional and personal lives.

Complete with training plans, case studies, nutritional guidelines, and success stories, *The Time-Crunched Triathlete* is the book active working professionals and parents have been waiting for. Paperback with charts and tables throughout.

Chris Carmichael was an Olympian and a professional cyclist before becoming a renowned coach and best-selling author. He has coached seven-time Tour de France champion Lance Armstrong since 1990, was recognized as the U.S. Olympic Committee Coach of the Year, and was inducted into the U.S. Bicycling Hall of Fame in 2003.

Jim Rutberg is the editorial director and a coach for Carmichael Training Systems and coauthor, with Chris Carmichael, of the *New York Times* best seller *The Ultimate Ride* (2003), *Chris Carmichael's Food for Fitness* (2004), and *5 Essentials for a Winning Life* (2006).



Over 200,000 sold!

The Triathlete's Training Bible, 3rd Ed.

JOE FRIEL

The Triathlete's Training Bible is the best-selling and most comprehensive reference available to triathletes. Coach Joe Friel empowers triathletes of all levels of ability and experience with every detail they need to consider when planning a season, lining up a week of workouts, and preparing to race. With an understanding of the science backing Friel's proven approach, triathletes will know how to adapt their training throughout the season and ultimately become smarter, stronger, and faster. 2-color interior, illustrations, charts, and tables throughout.

Paperback | 8½" x 11", 400 pp. | \$24.95 | 978-1-934030-19-6

The Triathlete's Training Diary

INTRODUCTION BY JOE FRIEL

The Triathlete's Training Diary makes it easier than ever to plan, record, and interpret every component of multisport training. With a year of undated weekly spreads, the diary allows ample space to record every training detail, from weather conditions to resting heart rate and daily nutrition. Charts help organize race results, track fitness indicators, record physiological test results, and log two-a-day workouts and weekly summary data. 2-color interior.

Paperback with wire-o binding | 6½" x 9", 264 pp. | \$15.95 | 978-1-934030-07-3

Your First Triathlon

JOE FRIEL

From triathlon's best-selling author and coach comes this 12-week sprint-distance plan for beginner triathletes requiring just 5 hours of training each week. *Your First Triathlon* provides the training plans, workouts, checklists, instruction, and illustrations that first-timers are clamoring for. Friel's foolproof plan removes the intimidation of race day and leaves new triathletes with a feeling of accomplishment.

Paperback | 6" x 9", 240 pp. | \$18.95 | 978-1-931382-85-4

Your Best Triathlon

Advanced Training for Serious Triathletes

JOE FRIEL

Revealing the most closely held training secrets that Joe Friel has developed over his impressive 30-year coaching career, *Your Best Triathlon* illuminates every facet of advanced triathlon training. Triathletes will use Friel's training plans for sprint, Olympic, Ironman 70.3®, and Ironman® race distances and will master his most effective workouts to improve specific abilities like endurance, economy, and muscular power. Triathletes using *Your Best Triathlon* will train using the same method that Friel uses with his own athletes. 2-color charts, tables, and illustrations throughout.

Paperback | 7¾" x 9¼", 360 pp. | \$24.95 | 978-1-934030-62-2

Going Long, 2nd Ed.

Training for Triathlon's Ultimate Challenge

JOE FRIEL AND GORDON BYRN

Going Long is the best-selling and most comprehensive book on training and racing Iron-distance triathlons. This revised edition helps busy athletes juggle training, work, and family. With more than 40 drills to improve form and efficiency, proven workouts, and a strategy for improved wellness and recovery, triathletes will develop the muscular endurance that is critical to Ironman success. 2-color interior with illustrations, charts, and tables throughout.

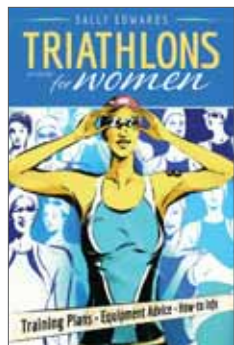
Paperback | 7¾" x 9¼", 384 pp. | \$21.95 | 978-1-934030-06-6

Strength Training for Triathletes

PATRICK HAGERMAN, EDD

Stronger muscles work longer and support efficient, injury-free technique. Hagerman gives triathletes a personalized approach to improved upper- and lower-body strength in swimming, cycling, and running. An index of the triathlete's most common obstacles—such as shin splints, back fatigue, and muscle imbalances—targets underdeveloped muscle groups with the appropriate exercises. Color illustrations throughout.

Paperback | 7¾" x 9¼", 208 pp. | \$21.95 | 978-1-934030-15-8



Triathlons for Women, 4th Ed.

SALLY EDWARDS

Sally Edwards has cheered, prodded, and even pushed hundreds of thousands of women across the finish line of their first triathlon as spokesperson for the Danskin Women's Triathlon Series and Trek Women Triathlon Series. Her best-selling book guides women from the first day of training to race day, with plenty of encouragement along the way. Sally leaves no question unanswered, from workouts to the transition zone to the most common question of all—what to wear. 2-color interior with charts and tables throughout.

Paperback | 6" x 9", 296 pp. | \$19.95 | 978-1-934030-40-0

One-Hour Workouts

50 Swim, Bike, and Run Workouts for Busy Athletes

SCOTT MOLINA, MARK NEWTON, AND MICHAEL JACQUES

For busy athletes, the trick of juggling work, family, and training is as hard as any workout. *One-Hour Workouts* is the perfect solution for the not-so-perfect day. Runners, cyclists, and triathletes can keep their training on track with this collection of focused workouts that provide high-quality training sessions in just one hour, including warm-up and cool-down. Athletes can choose a base, tempo, or speed workout according to their training goals for the day. 2-color interior with illustrations throughout.

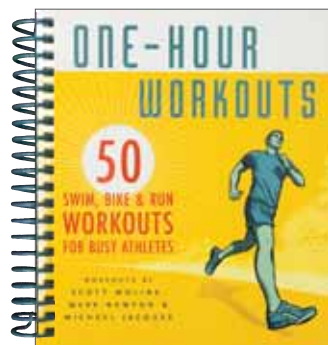
Spiral-bound, sweatproof paper | 6" x 7", 136 pp. | \$24.95 | 978-1-934030-58-5

Workouts in a Binder® for Swimmers, Triathletes, and Coaches

NICK HANSEN AND ERIC HANSEN / FOREWORD BY GALE BERNHARDT

Triathletes and swimmers will develop more powerful technique and a stronger feel for the water when they train using all four competitive swimming strokes. Nick and Eric Hansen, collegiate and former national team coaches, offer this collection of 100 swim workouts for backstroke, breaststroke, butterfly, and freestyle. The workouts are grouped into 6 training plans designed to develop power, endurance, and speed. Each workout includes a shorter distance option for athletes with limited time. Waterproof and compact for use on the pool deck, this book ensures challenging and fun swim workouts.

Spiral-bound, waterproof paper | 5" x 7", 120 pp. | \$29.95 | 978-1-931382-74-8



Training Plans for Multisport Athletes, 2nd Ed.

Your Essential Guide to Triathlon, Duathlon, XTERRA, Ironman, and Endurance Racing

GALE BERNHARDT

Gale Bernhardt, Olympic coach of the 2004 USA triathlon team, has created 15 detailed plans to train for a triathlon of any distance, an off-road triathlon, or a duathlon, along with plenty of swim, bike, and run workouts for athletes of every level. The second edition also includes Bernhardt's most popular plan on training for a sub-13-hour Ironman in just 13 weeks, and the book's two-color format makes it easy to use. Tables throughout.

Paperback | 7³/₈" x 9¹/₄", 352 pp. | \$21.95 | 978-1-931382-92-2

Trizophrenia

Inside the Minds of a Triathlete

WRITTEN AND ILLUSTRATED BY JEF MALLETT

Millions of triathletes around the world agree: Life is better when you are a triathlete. *Trizophrenia* celebrates the obsessive-compulsive rituals of the triathlete: Eat, swim, eat, work, eat, run, eat, go to bed early, get up at dawn and do it all over again. The schedule of a triathlete demands focus and coordination, but three sports, a job, and a family can be a lot to juggle. With humor, insight, and perhaps a bit of pride, Jef Mallett tells a love story of the tri lifestyle that every triathlete will appreciate. B&w illustrations throughout.

Paperback | 6" x 10", 216 pp. | \$21.95 | 978-1-934030-44-8

17 Hours to Glory

Extraordinary Stories from the Heart of Triathlon

MATHIAS MÜLLER WITH TIMOTHY CARLSON

From the moment the starting gun is fired on Kona's sandy beach at the Ironman® World Championship, triathletes have 17 hours to cross the finish line, a feat marking the ultimate achievement in triathlon. *17 Hours to Glory* commemorates this dramatic quest with 17 compelling stories of courage and determination. Triathlon's most inspiring heroes are candidly portrayed, showing that there are no limits on the possibilities of the human spirit. Two color photo sections and b&w photographs throughout.

Paperback | 6" x 9", 264 pp. | \$21.95 | 978-1-934030-43-1



- *Running is the most popular outdoor activity in the U.S. 24 million Americans went for a run more than 50 times during the last year. 8.9 million runners finished in one of the 15,500 running events that took place in 2007.*

- *Half-marathon participation has risen 74% over the past 10 years. Marathon grew 10% in 2010.*

NATURAL RUNNING IS THE MIDDLE GROUND runners have been looking for, explaining how runners can run the barefoot way—with shoes. By learning the natural running technique, runners can enjoy both worlds—comfortable feet, knees, and legs and an efficient running form that reduces impact and injuries.

Running form and injury expert Danny Abshire reviews the history of running shoe technology and explains how modern running shoes distort the efficient running technique that humans evolved over thousands of years, leading to a high rate of injury. He teaches runners to think about injuries as symptoms of poor running form, giving runners the tools to analyze their own feet and mechanics and explaining which injuries are associated with various running habits and foot types.

Backed by studies at MIT and Harvard, Abshire presents the natural running technique, strength-building exercises, form drills, and an 8-week transition plan that will put runners on the path to faster, more efficient, and healthier running. Paperback with b&w illustrations, photographs, and tables throughout.

“Danny is one of the lead voices in the current natural running revolution.”

— DANNY DREYER, AUTHOR OF *CHI*RUNNING

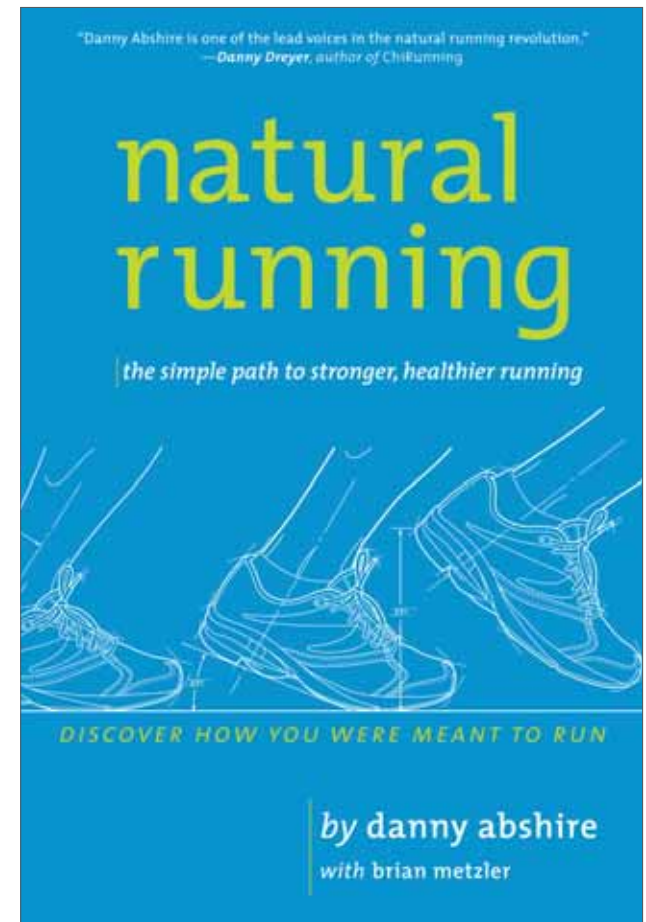
Danny Abshire is the co-founder of Newton Running, a Boulder, Colorado, company that makes shoes that promote an efficient midfoot/forefoot running gait. He has been making advanced footwear for runners and triathletes for more than 20 years.

Brian Metzler is a senior editor at *Running Times* magazine, a running coach, and a former collegiate track runner. He is an award-winning journalist who has written about various topics in running and conducted running shoe wear testing for magazines since the late 1990s. He was also the founding editor of *Trail Runner* magazine in 1999.

Natural Running

The Simple Path to Stronger, Healthier Running

DANNY ABSHIRE WITH BRIAN METZLER

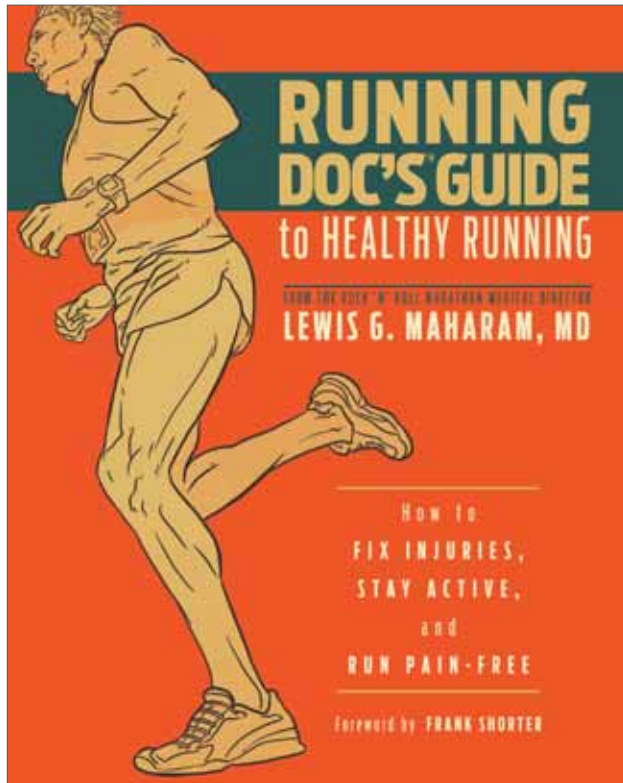


6" x 9", 200 pp.
\$18.95, 978-1-934030-65-3

Running Doc's Guide to Healthy Running

How to Fix Injuries, Stay Active, and Run Pain-Free

LEWIS G. MAHARAM, MD



7³/₈" x 9¹/₄", 248 pp.
\$24.95, 978-1-934030-68-4

EVERY YEAR, NEARLY HALF OF AMERICA'S RUNNERS suffer a running-related injury severe enough to bring them to a halt and delay their fitness, performance, and weight-loss goals. *Running Doc's Guide to Healthy Running* can put those runners back on their feet and enjoying running again. Lewis G. Maharam, MD, better known as Running Doc™, offers runners a guide that will help them avoid common running injuries. For runners already sidelined, *Running Doc's Guide to Healthy Running* offers an extensive compendium of treatment, guiding runners to a correct diagnosis to get them back on the road. Following Running Doc's medically proven advice, runners will cure their ailments and recover to run pain-free.

From head to toenails, *Running Doc's Guide to Healthy Running* is the most comprehensive guide to running injuries and preventive care. Paperback with tables and figures throughout.

Lewis G. Maharam, MD, is one of the world's most extensively credentialed and well-known running health experts. Maharam is the medical director of the Rock 'n' Roll Marathon series and former medical director of the New York Road Runners Club and the New York City Marathon. He has appeared on *World News Tonight*, *Today*, *Good Morning America*, *Inside Edition*, *CNN*, and Fox News. His work has appeared in *Runner's World* and *Competitor* magazines, and he is the author of four books on sports medicine.

- 22 million Americans will suffer a running-related injury this year.
- Dr. Maharam is the most widely recognized doctor in running with numerous interviews in mainstream media.
- Look for Running Doc at 20 Rock 'n' Roll marathons in 2012.



Running Doc's Guide is fully illustrated.

Run

The Mind-Body Method of Running by Feel

MATT FITZGERALD

FOREWORD BY DATHAN RITZENHEIN



6" x 9", 276 pp.
\$18.95, 978-1-934030-57-8

"Fitzgerald will go down as one of the most competent and prolific authors of books for serious runners."

—LETSRUN.COM

- *Run features fascinating interviews with elite runners including Kara Goucher, Dathan Ritzenhein, Haile Gebrselassie, Deena Kastor, and others.*
- *New neurological research has confirmed the validity of this training method.*

MOST RUNNERS RELY ON formulas and metrics and don't understand why they've stopped getting faster. These runners never realize their potential because they are unable to run by feel.

New research confirms what elite runners have known for decades—that our bodies are constantly sending us messages about our limits and our potential. What sets elite runners apart is that they have learned how to listen to those messages and adapt their training.

Run will empower readers with the same techniques elite runners use to train in the most personalized and adaptable way. Matt Fitzgerald's mind-body method integrates psychology with neurobiology to create a better way to run. Runners will rethink how they train to achieve an optimal balance of suffering and enjoyment, volume and recovery, repetition and variation. As the miles add up, runners will become increasingly confident that they are doing the right training on the right day.

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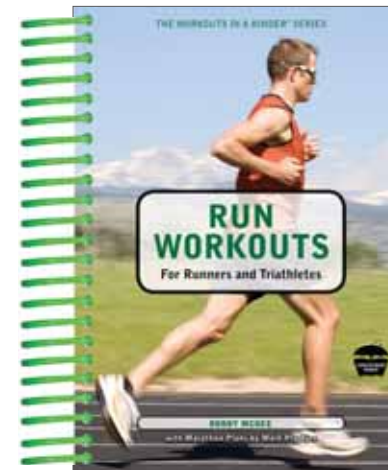


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