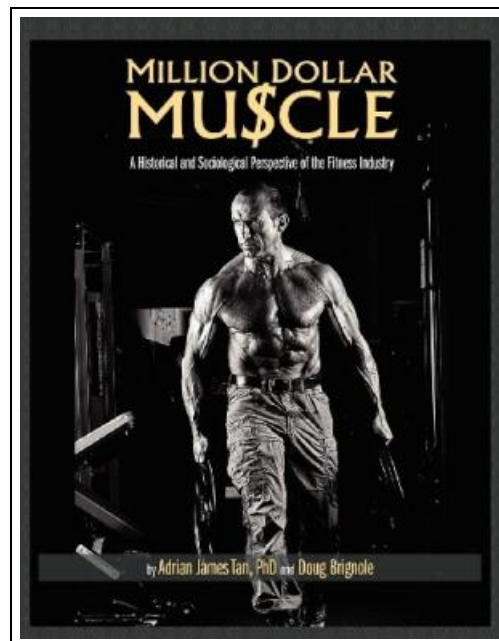


Million Dollar Muscle: A Historical and Sociological Perspective of the Fitness Industry



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MILLION DOLLAR MUSCLE: A HISTORICAL AND SOCIOLOGICAL PERSPECTIVE OF THE FITNESS INDUSTRY



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Cognella Academic Publishing. Paperback. Condition: New. 236 pages. Dimensions: 11.0in. x 8.3in. x 0.8in. Million Dollar Muscle is a unique anthology, co-authored by a gym rat with a Ph. D. in Sociology and a former competitive bodybuilder, fitness expert, and entrepreneur. The book offers a sociological perspective on the fitness industry, discussing how it is driven both by market forces and the culture of individual consumerism. Within a capitalist system the fitness industry is driven by the need to earn profits. From a small sub-culture it has grown into a multi-billion dollar industry. The market is now flooded with gyms, nutritional supplements, workout apparel, exercise equipment, and health and fitness magazines. With massive advertisements, and aided by the Hollywood culture and its emphasis on appearance, the fitness industry has grown to new dimensions, influencing individual choices and behaviors. Million Dollar Muscle discusses this evolution, along with what motivates people to make the choices they do. The material recognizes that these choices have important social implications. By combining an academic and theoretical approach with an in the trenches point of view, the book is able to bridge micro-macro aspects of the industry. It provides a comprehensive exploration of the individual choices regarding fitness, and why this is an important topic for sociological consideration. The following topics are discussed: - Market forces and the power these forces have to shape perceptions of reality;- The mechanics of capitalism and how these have changed traditional norms and customs which previously served practical purposes;- The danger of conforming to social norms;- Individual choices and how they are, in reality, driven by social forces. Million Dollar Muscle is an unusual and intriguing text that successfully combines the thoughtful consideration of the social sciences with the in-the-know sensibility of an industry insider. Dr. Adrian James Tan, a Singapore-born American,...



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