

Gimme Kraft Effective Climbing Training

Marketing visionary Martin Lindstrom has been on the front line of the branding for over twenty years. In *Brandwashed*, he turns the spotlight on his own industry, drawing on all he has witnessed behind closed doors, exposing for the first time the full extent of the psychological tricks and traps that companies devise to win our hard-earned money. Lindstrom reveals eye opening details such as how advertisers and marketers target children at an alarmingly young age (starting when they are still in the womb), what heterosexual men really think about when they see sexually provocative advertising, how marketers and retailers stoke the flames of public panic and capitalize on paranoia over diseases, extreme weather events, and food contamination scares. It also presents the first ever evidence to prove how addicted we are to our smartphones, and how certain companies (like the maker of a very popular lip balm), purposely adjust their formulas in order to make their products chemically addictive, and much, much more. *Brandwashed* is a shocking insider's look at how today's global giants conspire to obscure the truth and manipulate our minds, all in service of persuading us to buy.

How do I get stronger? How can I train most effeciently? Which exercises make the most sense? These are only a few questions that we as trainers are confronted with during our daily routine. Our main target is to enrich the current knowledge of training with a selection of new and creative exercises. The focus of our program is a well-balanced and long term performance gain. How can I train in a well-rounded manner? What is it that I have to focus on during my exercises? You can find the answers to all these questions in

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this practice book and DVD. We believe that video instruction is the best way to communicate the complex forms of our exercises in a didactically appropriate manner. Additionally, it's great to have a book too which you can easily take anywhere to have a quick look,. Inside are the answers to how pro-climbers train. Included are interviews with some of them to provide insight on what a few of the best of them understand by the term training.

The repackaged trade paperback of Cory Doctorow's miraculous novel of family history, Internet connectivity, and magical secrets—now with a new cover! Alan is a middle-aged entrepreneur who moves to a bohemian neighborhood of Toronto. Living next door is a young woman who reveals to him that she has wings—which grow back after each attempt to cut them off. Alan understands. He himself has a secret or two. His father is a mountain, his mother is a washing machine, and among his brothers are sets of Russian nesting dolls. Now two of the three dolls are on his doorstep, starving, because their innermost member has vanished. It appears that Davey, another brother who Alan and his siblings killed years ago, may have returned, bent on revenge. Under the circumstances it seems only reasonable for Alan to join a scheme to blanket Toronto with free wireless Internet, spearheaded by a brilliant technopunk who builds miracles from scavenged parts. But Alan's past won't leave him alone—and Davey isn't the only one gunning for him and his friends. Whipsawing between the preposterous, the amazing, and the deeply felt, *Someone Comes to Town, Someone Leaves Town* is unlike any novel you have ever read.

More and more people around the world are discovering how great climbing is, both indoors and outdoors. The Climbing Bible by internationally renowned climbers and coaches Martin Moberåten and Stian Christophersen is a comprehensive guide to help you train effectively to become

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a better climber. The authors have been climbing coaches for a number of years. Based on their own extensive experience and research, this book collates the best European training techniques into one book with information on how to specifically train for the technical, physical and mental performance factors in climbing – including endurance, power, motivation, fear of falling, and much more. It also deals with tactics, fingerboarding and finger strength, general training and injury prevention, injuries related to climbing, and training plans. It is illustrated with 400 technique and action photos, and features stories from top climbers as well as a foreword by climber and bestselling author Jo Nesbø. The Climbing Bible will help and motivate you to improve and develop as a climber and find even more joy in this fantastic sport.

Traditional, or simply, trad climbing, is a do-it-yourself adventure requiring the climbing team to negotiate the climb and to carry, hand-place and remove most if not all components of the roped safety system. In *The Trad Climber's Bible*, two of the most revered and respected trad climbers in the world, John Long and Peter Croft, offer hard-won knowledge to aspiring trad climbers in a narrative format that is as informative as it is entertaining. With photos by iconic climbing photographer Greg Epperson and AMGA Certified Rock Instructor Bob Gaines, this full color book will appeal to climbers of all stripes.

This textbook provides students with real-world social marketing case studies from different countries and regions around the world, taking learners from classroom theory to practice. The primary objective is to clearly portray to students distinct, identifiable steps that are essential for successful social marketing campaigns. Core social marketing practices are applied to each case to help students master social marketing principles and apply them to their

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own real world social marketing activities in order to affect positive social change. This textbook first provides the tools necessary to understand the effective application of social marketing, and then offers 24 case studies exemplifying effective social marketing efforts from all around the world. Specifically, Part I clearly and concisely explains the principles of social marketing in five chapters:

- Upstream vs. downstream social marketing, SWOT, competition
- Fundamentals of social marketing, ethics
- Formative and Evaluative Research
- Theories applied in social marketing

A historical perspective on social marketing Part II features 24 social marketing case studies that demonstrate the application of social marketing principles. All 24 cases follow a consistent structure that includes:

- Background
- Positioning
- SWOT
- Research
- Objectives
- The 4 P's
- Target audience
- Evaluation
- Barriers and benefits
- Discussion
- Competition

This format allows for students and professors to easily and effectively select individual cases and compare between cases. This textbook also allows instructors to encourage critical thinking by having students compare and contrast not only the cases themselves, but the applications used. In addition, teaching guides with answers to discussion questions, suggestions for activities inside and outside of the classroom and further readings are available to assist professors in teaching from this book.

After creating a grammar, there's the 800-pound gorilla of the lexicon to deal with. This book gives you everything you need to know to create words. The first stop is etymology: it contains thousands of etymologies from a wide variety of languages. Borrow them or let them spark your own ideas! It's easy to let the lexicon be a coded version of your native language. The book contains tips on how to avoid this, including plenty of fascinating examples from non-English languages. You want to know which words to create first. It

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includes the 1500 words most commonly found in fantasy and science fiction, sorted by frequency. Many parts of the lexicon require real-world knowledge to handle. The Lexipedia contains just enough information on biology, physics, and human cultures to help you out. Plus, there's a discussion of the basic tools of the word creator: categories, metaphors, and derivation. Though aimed at conlangers, this book will be instructive and entertaining for anyone who's interested in words.

'The Documentary Handbook is mandatory reading for those who want a critical understanding of the place of factual formats in today's exploding television and media industry, as well as expert guidance in complex craft skills in order to fully participate. The practical advice and wisdom here is second to none.' – Tony Steyger, Principal Lecturer, Southampton Solent University, UK

The Documentary Handbook is a critical introduction to the documentary film, its theory and changing practices. The book charts the evolution of documentary from screen art to core television genre, its metamorphosis into many different types of factual TV programme and its current emergence in forms of new media. It analyses those pathways and the transformation of means of production through economic, technical and editorial changes. The Documentary Handbook explains the documentary process, skills and job specifications for everyone from industry entrants to senior personnel, and shows how the industrial evolution of television has relocated the powers and principles of decision-making. Through the use of professional Expert Briefings it gives practical pointers about programme-making, from research, developing

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and pitching programme ideas to their production and delivery through a fast-evolving multi-platform universe.

ACT - Adjunct compensatory Training for rock climbers: climbers' compensation training with a medical foundation

Adjunct compensatory Training focuses on training the neglected muscle slings and innervation patterns within their specific range of motion, building up posture and core strength as well as balancing the athletic build of the body. The ACT concept was inspired by our long-time cooperation with high-level athletes. We combine our sports-medical and trainings-methodical knowledge to effectively prevent injuries and overstrain.

Volker Schöffl, as the MD in the group, analyses the body from a sports-medical and biomechanical point of view. With his vast knowledge of climbing injuries (Volker Schöffl, Thomas Hochholzer, Sam Lightner Jr. "One Move Too Many") and as a highly active avid climber, he understands why certain conditions could and do lead to injuries in the long-term. Dicki and Patrick are world-renowned climbing trainers and coaches. Coming from a top-level climbing background themselves, they focus on climbing-specific training ("Gimme Kraft", "Krafftactory") and biomechanical analysis of climbing. Weaknesses in certain climbers which can be reduced through specific and adjunct training are frequently revealed by the biomechanical aspects. Combining our two fields of expertise, we have collaborated to create Adjunct compensatory Training, which aims to rebuild neglected range of motion in muscle slings and to improve neuromuscular innervation patterns. Thus, it will help you to better withstand specific climbing training and reduce

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injury and the risk of overexertion. The ACT concept was born in 2015 and has been consistently developed further within our group since then. In our daily work with both elite athletes and "normal" climbers, we perpetually evaluated, restructured and remodelled our exercises, structuring and fine-tuning a program which we find most effective.

The author offers advice on such matters as mastering emotions, overcoming debilitating habits such as over-eating, drinking and drug abuse, unleashing the hidden power of body and mind, improving personal and professional relationships, and taking control of personal finances.

Folklore—the inherently creative expression, transmission, and performance of cultural traditions—has always provided a deep well of material for writers, musicians, and artists of all sorts. Folklorists usually employ descriptive and analytical prose, but they, like scholars in other social sciences, have increasingly sought new, creative and reflexive modes of discourse. Many folklorists are also creative writers, some well known as such, and the folk traditions they research often provide shape and substance to their work. This collection of creative writing grounded in folklore and its study brings together some of the best examples of such writing. Contributors to this collection include Teresa Bergen, John Burrison, Norma E. Cantu, Frank de Caro, Holly Everett, Danusha Goska, Neil R. Grobman, Carrie Hertz, Edward Hirsch, Laurel Horton, Rosan Augusta Jordan, Paul Jordan-Smith, Elaine J. Lawless, Cynthia Levee, Jens Lund, Mary Magoulick, Bernard McCarthy,

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Joanne B. Mulcahy, Kirin Narayan, Ted Olson, Daniel Peretti, Leslie Prosterman, Jo Radner, Susan Stewart, Jeannie Banks Thomas, Jeff Todd Titon, Libby Tucker, Margaret Yocom, and Steve Zeitlin.

The first book of its kind to describe the art of NMR using everyday examples. This textbook will not only fascinate students wanting to learn about the topic, but also those experienced analytical chemists who are still inspired by their profession. The contents provide for easy reading by using natural products that everyone knows, such as caffeine, backed by an attractive layout with many pictures to visualize the topics. In addition, an in-depth analytical part makes the book a valuable teaching tool, or for self-learning using the questions and answers at the end of each chapter.

For the first time in the New York Times bestselling series, this omnibus returns to the beginning of The Horus Heresy. The novels *Horus Rising*, *False Gods* and *Galaxy in Flames* are presented alongside additional stories that set the stage for the unimaginable conflict still to come... It was to be the dawn of a glorious new age. Following countless millennia of darkness and strife, the armies of the Emperor of Mankind had reconquered world after world in a Great Crusade, the like of which the galaxy had never seen. Having established themselves as the most powerful military force ever to march under a single banner, the Space Marine Legions were each led by a god-like primarch – those apparently immortal sons of the Emperor himself. Humanity seemed set to rule the stars once more. And then came Horus. The noble Warmaster, and reviled arch-traitor. For the

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first time in the New York Times bestselling series, this omnibus returns to the beginning of The Horus Heresy and shines new light on the events that preceded it. The novels Horus Rising, False Gods and Galaxy in Flames are presented alongside additional stories that set the stage for the unimaginable conflict still to come...

In this prequel to the bestselling Tour:Smart, label owner, speaker, entrepreneur, drummer, and producer Martin Atkins has collected advice and contributions from more than 200 industry professionals covering everything a person needs to know about being in a band and succeeding on their own terms. Topics range from starting and naming a new band, recording, packaging, social media, local scenes, event management, and more. The book's illustrations and highly readable, down-to-earth style make it essential for any artist in any genre.

Describes how athletes reach a high level of performance in which they feel perfectly attuned toward their sport

The only conditioning book a rock climber needs! Rock climbing is one of the most physically challenging sports, testing strength, endurance, flexibility, and stamina. Good climbers have to build and maintain each of these assets. This is the first-ever book to provide climbers of all ages and experience with the knowledge and tools to design and follow a comprehensive, personalized exercise program. Part One covers the basics of physical conditioning and goal-setting. Part Two takes

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readers through warm-up and flexibility routines, entry-level strength training, weight loss tips, and fifteen core-conditioning exercises. Part Three details climbing-specific conditioning, with twenty exercises to target specific muscles of the fingers, arms and upper torso to develop power and endurance. An entire chapter focuses on the antagonist muscle groups that help provide balance and stability, and prevent muscle injury. This section also has a chapter devoted to stamina conditioning, increasing the climber's endurance at high altitudes. Part Four shows how to put together a customized training program to suit the climber's needs. The book includes workout sheets for Beginner, Intermediate, and Advanced skill levels, tips for children and those over age fifty, secrets of good nutrition and an insider's take on avoiding injuries. Eric Hörst is a performance coach who has helped thousands of climbers. His published works include Learning to Climb Indoors, Training for Climbing, and How to Climb 5.12. He lives in Lancaster, Pennsylvania.

Cryptology includes data encryption (cryptography), cryptographic protocols and code breaking to provide the fundamentals of data security. This new book introduces cryptography in a unique and non-mathematical style. Cryptology Unlocked explains encryption, crypto analysis (classic and modern algorithms), cryptographic protocols, digital

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standards and much more. This innovative book will reveal some of the dangers of code breaking, and highlights ways to master code-breaking and attack algorithms. Topics range from the simplest enciphering methods to precise investigations of modern algorithms. Everything you need to understand the delicate balance between complex and actual information, with a peppering of anecdotes along the way. Join the cryptology adventure, and understand: The difference between good and bad algorithms Whether or not secret services can read all messages The real-world affect cryptography had on World War II The unspoken security risks behind digital mobile standards GSM and UMTS The everyday implications on digital signatures, PINs and online banking

Strong emotions that we don't know how to handle effectively lie at the core of so many difficulties in the life of the individual. They can affect our relationships with loved ones, and how we function in our work. They play a profound role in how we feel about ourselves, and can even affect our physical health. And we are too often trapped in the dilemma of "expression" versus "repression." Expressing our emotions can often hurt others, but by repressing them – even in the benevolent guise of "self-control" – we risk hurting ourselves. Osho offers a third alternative, which is to understand the roots of our emotions and to develop the knack of watching them

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and learning from them as they arise, rather than being "taken over" by them. Eventually we find that even the most challenging and difficult situations no longer have the power to provoke us and cause us pain. Osho's unique insight into the workings of the mind, the heart, and the essence or "being" of the individual goes far beyond the understandings of conventional psychology. Over more than three decades of work with people from all walks of life, he has developed simple techniques and insights to help modern-day men and women to rediscover their own inner silence and wisdom.

Drawing on new research in sports medicine, nutrition, and fitness, this book offers a training program to help any climber achieve superior performance and better mental concentration on the rock, with less risk of injury.

Interweaving key cultural, economic, social, and political events, a history of the United States in the post-World War II era ranges from 1945, through a turbulent period of economic growth and social upheaval, to Watergate and Nixon's 1974 resignation

9 out of 10 climbers make the same mistakes - navigation through the maze of advice for the self-coached climber 9 out of 10 climbers are stuck. They are stuck on the same things. Some of the things that hold climbers back from improving their climbing standard are the same as they were twenty years ago: motivation, managing time, and not being able

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to analyse and correct their own basic technical or tactical errors. But they are also stuck for a new set of reasons. Twenty years ago, the problem was that no one knew how to train for climbing. Information was scarce and couldn't travel fast among the participants. Today, it's the opposite problem. Book after book lists techniques for climbing, exercises for climbing, tips for climbing. Navigating this barrage of information, filtering out the irrelevant and homing in on what matters to your life, your climbing and your circumstances has been the limiting step for today's climber. This book is the first to present the science of improving at climbing in a way that will actually help you make confident decisions and stay focused on the things that will make the biggest difference. Dave Macleod has crystallised 16 years experience as a world class climber, sport scientist and renowned coach into an accessible and thought provoking guide to improving at rock climbing. 2020 Banff Mountain Book Competition Finalist in Guidebooks Crack climbing is a highly technical form of movement in which climbers position their hands, feet, and even their entire body in cracks to make upward progress on rock. An advocate for the sport's aesthetic lines, physicality, and technical know-how, author Pete Whittaker teaches more than sixty Crack School Masterclasses each year and was featured in the popular climbing film Wide Boyz. This detailed and comprehensive guide teaches step-

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by-step techniques and tips, including for: Jamming (finger, hand, fist, foot, arm, leg, body) Crack types (chimneys, liebacks, underclings, roof cracks) How to safely lead and place protection Efficient positioning and movement Strength recovery while climbing

Reprint. Originally published: c2002.

The only conditioning book a rock climber needs! Rock climbing is one of the most physically challenging sports, testing strength, endurance, flexibility, and stamina. Good climbers have to build and maintain each of these assets. This revised and updated edition of the classic book, *Conditioning for Climbers*, provides climbers of all ages and experience with the knowledge and tools to design and follow a comprehensive, personalized exercise program.

Named one of the best books of the year by NPR, Fortune, Bloomberg, Sunday Times A New York Times Book Review Editor's Choice "If you want to understand modern-day Silicon Valley, you need to read this book." —John Carreyrou, New York Times best-selling author of *Bad Blood* Hailed as the definitive book on Uber and Silicon Valley, *Super Pumped* is an epic story of ambition and deception, obscene wealth, and bad behavior that explores how blistering technological and financial innovation culminated in one of the most catastrophic twelve-month periods in American corporate history.

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Backed by billions in venture capital dollars and led by a brash and ambitious founder, Uber promised to revolutionize the way we move people and goods through the world. What followed would become a corporate cautionary tale about the perils of startup culture and a vivid example of how blind worship of startup founders can go wildly wrong.

In *Training for the New Alpinism*, Steve House, world-class climber and Patagonia ambassador, and Scott Johnston, coach of U.S. National Champions and World Cup Nordic Skiers, translate training theory into practice to allow you to coach yourself to any mountaineering goal. Applying training practices from other endurance sports, House and Johnston demonstrate that following a carefully designed regimen is as effective for alpinism as it is for any other endurance sport and leads to better performance. They deliver detailed instruction on how to plan and execute training tailored to your individual circumstances. Whether you work as a banker or a mountain guide, live in the city or the country, are an ice climber, a mountaineer heading to Denali, or a veteran of 8,000-meter peaks, your understanding of how to achieve your goals grows exponentially as you work with this book. Chapters cover endurance and strength training theory and methodology, application and planning, nutrition, altitude, mental fitness, and assessing your goals and your strengths. Chapters are augmented with

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inspiring essays by world-renowned climbers, including Ueli Steck, Mark Twight, Peter Habeler, Voytek Kurtyka, and Will Gadd. Filled with photos, graphs, and illustrations.

Presents the contemporary classic depicting the struggles of a U.S. airman attempting to survive the lunacy and depravity of a World War II base

A New York Times Notable Book for 2011 One of

The Economist's 2011 Books of the Year People

speak different languages, and always have. The

Ancient Greeks took no notice of anything unless it

was said in Greek; the Romans made everyone

speak Latin; and in India, people learned their

neighbors' languages—as did many ordinary

Europeans in times past (Christopher Columbus

knew Italian, Portuguese, and Castilian Spanish as

well as the classical languages). But today, we all

use translation to cope with the diversity of

languages. Without translation there would be no

world news, not much of a reading list in any subject

at college, no repair manuals for cars or planes; we

wouldn't even be able to put together flat-pack

furniture. *Is That a Fish in Your Ear?* ranges across

the whole of human experience, from foreign films to philosophy, to show why translation is at the heart of

what we do and who we are. Among many other

things, David Bellos asks: What's the difference

between translating unprepared natural speech and

translating *Madame Bovary*? How do you translate a

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joke? What's the difference between a native tongue and a learned one? Can you translate between any pair of languages, or only between some? What really goes on when world leaders speak at the UN? Can machines ever replace human translators, and if not, why? But the biggest question Bellos asks is this: How do we ever really know that we've understood what anybody else says—in our own language or in another? Surprising, witty, and written with great joie de vivre, this book is all about how we comprehend other people and shows us how, ultimately, translation is another name for the human condition.

Training for Climbing The Definitive Guide to Improving Your Performance Rowman & Littlefield

As Wolfgang Gullich said, getting strong is easy, getting strong without getting injured is hard . Sooner or later, nearly all climbers get injured and it will be injuries that ultimately dictate how far you get in climbing, if you let them. Unfortunately, the data shows it takes over a decade just to get small proportions of medical research adopted in regular practice. Sourcing reliable and up to date advice on preventing and treating finger, elbow, shoulder and other climbing injuries is challenging to say the least. You need to be the expert, because there are so many strands of knowledge and practice to pull together to stay healthy as a climber, and no single source of advice to cover all of these. The book draws together both the cutting edge of peer reviewed sports medicine research, and the subtle concepts of changing

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your climbing habits and routine to prevent and successfully recover from injuries. It is a handbook on how to take care of yourself as a lifelong climbing athlete. By spanning the fields of climbing coaching, physiotherapy, sports medicine and behavioural science, it goes beyond the general advice on treating symptoms offered by sports medicine textbooks and into much more detail on technique and habits specific to climbing than the existing climbing literature base. You will learn how your current climbing habits are already causing your future injuries and what you can do to change that. If you are already injured, it will prevent you from prolonging your injury with the wrong climbing habits and rehabilitation choices. You will learn how the ingredients of prevention and good recovery come from wildly different sources and how you have been using only a fraction of them. Fully referenced throughout, the practical advice for diagnosis, rehabilitation and prevention of climbing injuries is drawn from up to date peer reviewed sports medicine research.

The definitive resource to brain-training for climbing—by an internationally recognized expert As physical as climbing is, it is even more mental. Ultimately, people climb with their minds—hands and feet are merely extensions of their thoughts and will. Becoming a master climber requires that you first master your mind. In *Maximum Climbing*, America's best-selling author on climbing performance presents a climber's guide to the software of the brain—one that will prove invaluable whether one's preference is bouldering, sport climbing, traditional climbing, alpine climbing, or mountaineering.

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Eric Hörst brings unprecedented clarity to the many cognitive and neurophysical aspects of climbing and dovetails this information into a complete program, setting forth three stages of mental training that correspond to beginner, intermediate, and elite levels of experience and commitment—the ideal template to build upon to personalize one's goals through years of climbing to come.

The essential handbook for every beginner, *Learning to Climb Indoors* is the most complete book available on indoor climbing. Veteran climber, performance coach, and renowned author Eric J. Hörst gives you all the information you need to get started and have fun. From what to expect on your first visit to a climbing gym to in-depth instruction on climbing techniques, tactics, strategy, and taking your indoor climbing skills outside, this guide will take you through your first few days—and years—as a climber. Hörst covers basic gear, fundamental safety techniques, and the importance of personal one-on-one instruction at the gym. Chapters on mental control, physical conditioning, and self-assessment round out the training. And as you progress, advice on advanced techniques and tactics will help you conquer the steepest walls. This revised and fully updated edition includes a new section on youth climbing as well as more information on taking your indoor-climbing skills outside onto real rock. Full color photos round out the package to make *Learning to Climb Indoors* an indispensable resource for new climbers. A dynamic package of training material from a pair of expert coaches, *The Self-Coached Climber* offers

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comprehensive instruction, from the basics of gripping holds to specific guidelines for developing a customized improvement plan. Hague and Hunter base their methods on the four fundamental components of all human movement--balance, force, time, and space--and explain how to apply these principles to achieve efficient results. The DVD presents live demonstrations of training exercises and features an original documentary of a 5.14a/b redpoint attempt by Adam Stack and Chris Lindner. Self-Coached Climber was named a finalist in the Mountain Exposition Category at the 2007 Banff Mountain Festival.

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