

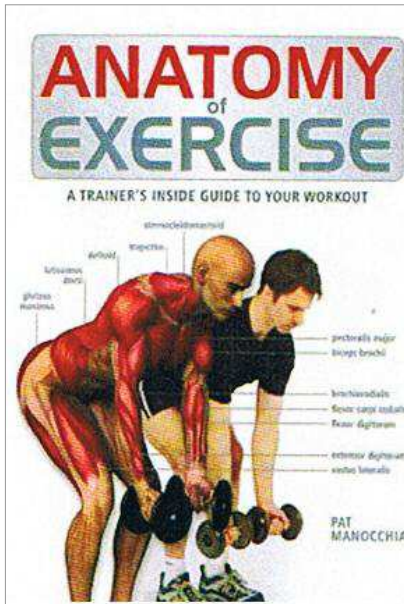


NEW PRODUCT INFORMATION

from Byrrd Enterprises, Inc.—Professional Military Reading & Digital Media

Exercise & Physical Fitness Catalog—2019





ANATOMY of EXERCISE: A Trainer's Inside Guide to Your Workout

Anatomy of Exercise is revolutionary for its insights into how different muscles of the body actually work during exercise. Fascinating. Instructive & Practical.

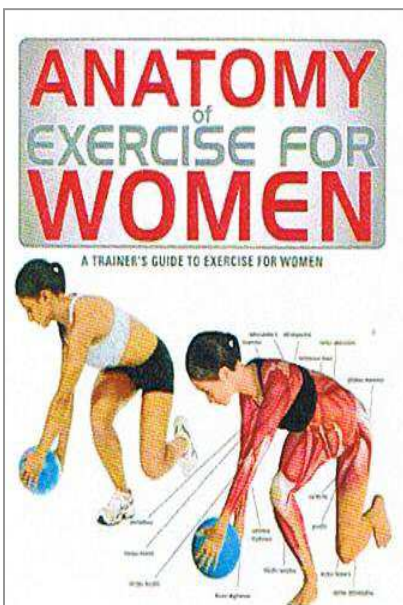
- Detailed, full-color anatomical illustrations for all the exercises
- Annotations identifying the active and stabilizing muscles
- Concise how-to-instructions for each exercise
- Identification of the specific muscles that benefit the most from each exercise
- Suggested modifications for different levels of difficulty
- Instructions on stabilizing the body throughout each movement
- A visual index of exercises that allow easy navigation through the book
- A glossary of anatomical terms

Sample Page



UPC: 759968082077
Item: 446015308
CRC: 6447672

AAFES Sell: \$20.75
Retail Price: \$24.95



ANATOMY of EXERCISE for WOMEN: A Trainer's Guide to Exercise for Women

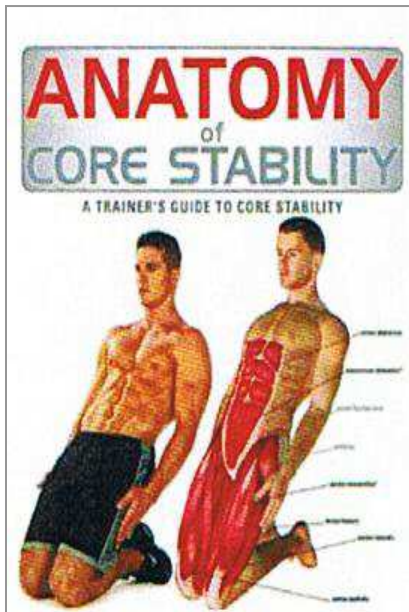
Anatomy of Exercise for Women provides women of all ages with exercise programs that will bring great benefits in physical fitness, psychological well-being and meeting the challenges of daily life.

- Detailed, full-color anatomical illustrations for all the exercises
- Annotations identifying the active and stabilizing muscles
- Concise how-to instructions for each exercise
- Identification of the specific muscles that benefit the most from each exercise
- Suggested modifications for different levels of difficulty
- A glossary of anatomical terms.

Pre-designed workouts that let women focus on what they want to improve: Leaner Legs, Thighs and Glutes; Army Toner; Core Strength and Stability; All-Over Toner; and Working the Waistline.

UPC: 759968082060
Item: 446015307
CRC: 6447671

AAFES Sell: \$20.75
Retail Price: \$24.95



ANATOMY of CORE STABILITY: A Trainer's Guide to Core Stability

A strong, stable core is the foundation of virtually all physical efforts.

A strong and stable core improves athletic performance, increases power and endurance, reduces stress on the body and minimizes the chances of injury. It helps to improve balance and posture, alleviates back pain and minimizes fatigue. Even everyday actions are easier, whether climbing stairs or lifting a box or holding a baby.

Anatomy of Core Stability is designed to work the entire core musculature, from the major muscles in the abdomen, spine, lower back, torso, hips and thighs, which endure the greater effort, to the small assisting muscles, which support the larger.

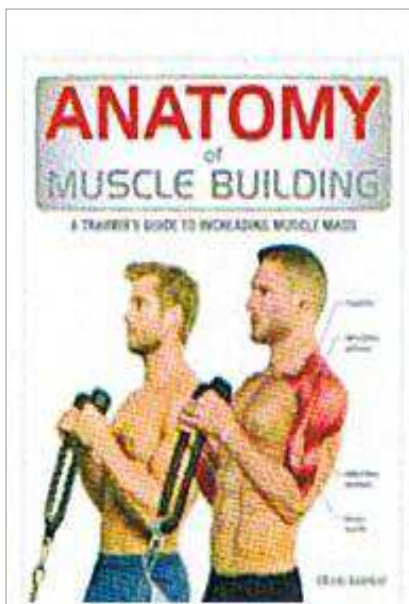
UPC: 759968082053

AAFES Sell: \$20.75

Item: 446015306

Retail Price: \$24.95

CRC: 6447667



ANATOMY of MUSCLE BUILDING: A Trainer's Guide to Increasing Muscle Mass

A professional-level guide for anyone who is serious about their physique.

- How to build muscle without gaining fat
- The importance of cardiovascular exercise
- Principles of diet for weightlifters, including the role of protein
- The pros and cons of dietary supplements
- Helpful sidebars on what to look for and what to avoid
- Exercise variations to accommodate individual differences
- Tips on achieving optimum form to achieve optimum results

Beginners, serious weightlifters, competing athletes, trainers, coaches, physiotherapists and many other will find *Anatomy of Muscle Building* fascinating, instructive and practical.

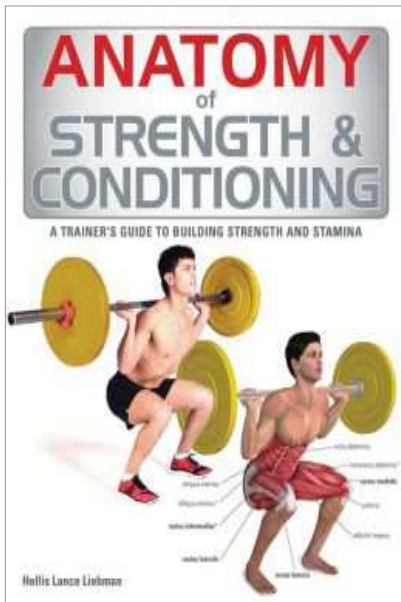
UPC: 759968082046

AAFES Sell: \$20.75

Item: 446015305

Retail Price: \$24.95

CRC: 6447563

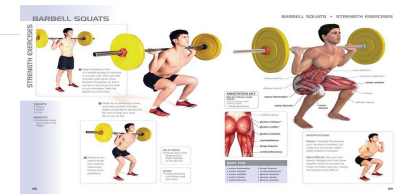


ANATOMY of STRENGTH & CONDITIONING: A Trainer's Guide for Building Strength and Stamina

Anatomy of Strength and Conditioning is a great how-to reference for those who wish to "up their game" and train for activities requiring high performance -- strength, speed, aerobic capacity and accuracy -- all essential to success in such sports as soccer, hockey, skiing, climbing and rowing as well as marathons and other endurance activities. The book is also an ideal way to achieve overall fitness.

Like each of the other titles in the series this book:

- Opens with two (front/back) full-body annotated anatomical drawings
- Shows specific exercises with instructions and annotated anatomical drawings and corresponding photographs
- Labels all muscles used with bold text to indicate target muscles
- Provides helpful notes throughout to amplify the how-to instructions: Best For (the muscles getting the maximum effect), Targets (muscles worked), Benefits (effect of the exercise).



Sample Page

UPC: 759968083364
Item: 446015439
CRC: 7282917

AAFES Sell: \$20.75
Retail Price: \$24.95



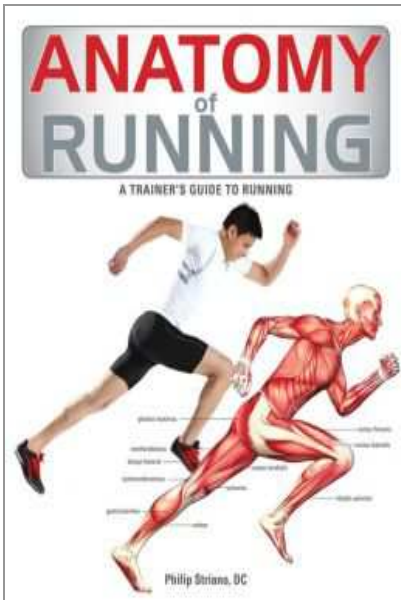
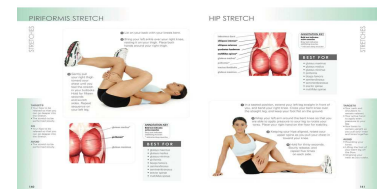
ANATOMY of RUNNING: A Trainer's Guide for Running

Anatomy of Exercise for Women provides women of all ages with exercise programs that will bring great benefits in physical fitness, psychological well-being and meeting the challenges of daily life.

- Detailed, full-color anatomical illustrations for all the exercises
- Annotations identifying the active and stabilizing muscles
- Concise how-to instructions for each exercise
- Identification of the specific muscles that benefit the most from each exercise
- Suggested modifications for different levels of difficulty
- A glossary of anatomical terms.

Pre-designed workouts that let women focus on what they want to improve: Leaner Legs, Thighs and Glutes; Army Toner; Core Strength and Stability; All-Over Toner; and Working the Waistline.

Sample Page

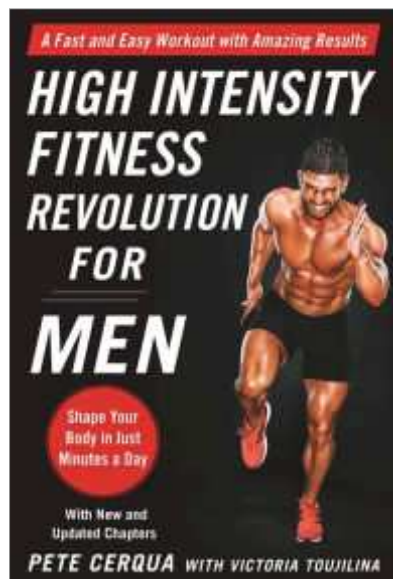


UPC: 759968083371
Item: 446015438
CRC: 7282918

AAFES Sell: \$20.75
Retail Price: \$24.95



HIGH INTENSITY FITNESS REVOLUTION FOR MEN



High Intensity Fitness is all about optimizing your time by teaching you how to work out smarter, not longer. Using scientific principles and advanced workout programs, the regimes in *High Intensity Fitness Revolution for Men* will change your body in only minutes a day. Anyone from the ultra-athletic at the peak of their physical prime to the perpetual couch potato can benefit from Cerqua's expert program. High Intensity Fitness breaks down and simplifies the key exercises that you need, and eliminates what you don't. These workouts are especially designed and repeatedly proven to help you achieve the fastest results through the shortest workouts.

So what are you waiting for? Join the High Intensity Fitness Revolution today.

UPC: 759968084903

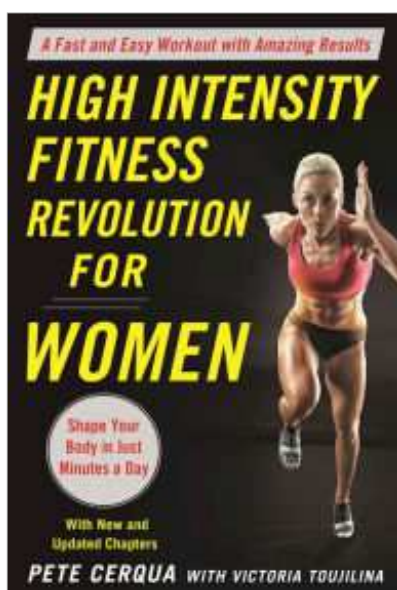
AAFES Sell: \$12.75

Item: 446015706

Retail Price: \$14.99

CRC: 7282919

HIGH INTENSITY FITNESS REVOLUTION FOR WOMEN



High Intensity Fitness is all about optimizing your time by teaching you how to work out smarter, not longer. Using scientific principles and advanced workout programs, the regimes in *High Intensity Fitness Revolution for Men* will change your body in only minutes a day. Anyone from the ultra-athletic at the peak of their physical prime to the perpetual couch potato can benefit from Cerqua's expert program. High Intensity Fitness breaks down and simplifies the key exercises that you need, and eliminates what you don't. These workouts are especially designed and repeatedly proven to help you achieve the fastest results through the shortest workouts.

So what are you waiting for? Join the High Intensity Fitness Revolution today.

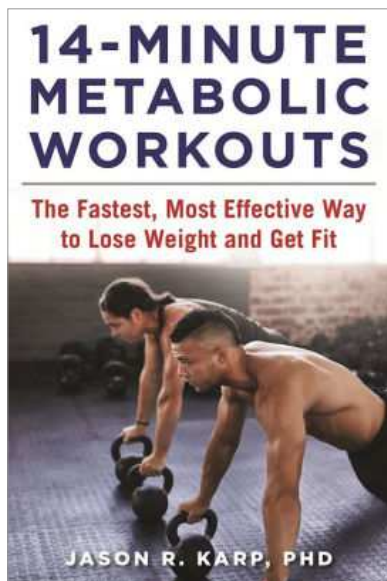
UPC: 759968084910

AAFES Sell: \$12.75

Item: 446015705

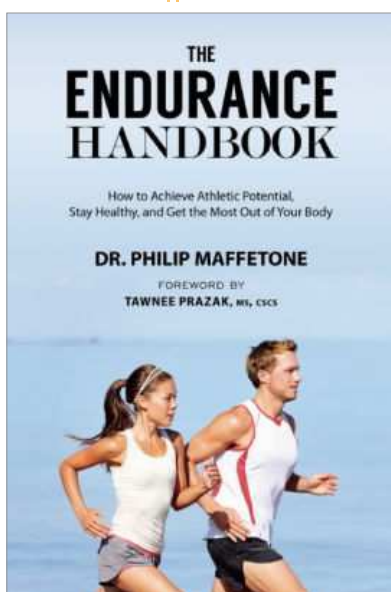
Retail Price: \$14.99

CRC: 8336966

NEW!

14—MINUTE METABOLIC WORKOUTS: *The Fastest, Most Effective Way to Lose Weight and Get Fit*

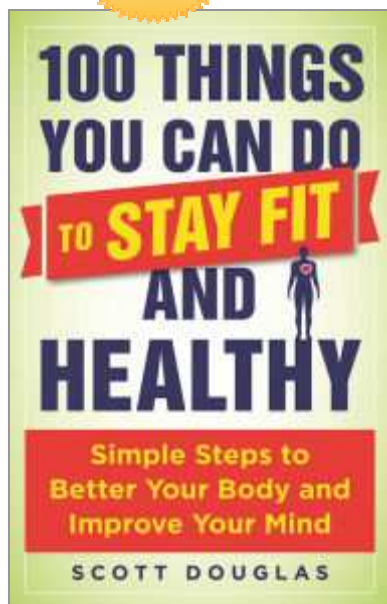
Time. It is the thing that most people claim they don't have enough of, and the lack of it is the most common excuse for not exercising. But everyone has fourteen minutes. *14-Minute Metabolic Workouts* is the solution to everyone's time problem, in that it offers fitness-conscious people a variety of compact, science-based workouts that target the five components of physical fitness—cardiovascular endurance, muscular endurance, muscular strength, body composition, and flexibility. This complete guide includes information on cardio intervals, strength circuits, sprint intervals, muscle power workouts, and flexibility workouts—for people of different fitness levels to address everyone's individual needs.

UPC: 7559968086297**Item:** 446015837**CRC:** 1468983**AAFES Sell:** \$15.75**Retail Price:** \$17.99**NEW!**

THE ENDURANCE HANDBOOK: *How to Achieve Athletic Potential, Stay Healthy, and Get the Most Out of Your Body*

The Endurance Handbook teaches athletes how to stay healthy, achieve optimal athletic potential, and be injury-free for many productive years. Dr. Philip Maffetone's approach to endurance offers a truly "individualized" outlook and unique system that he has refined over three decades of training and treating athletes, ranging from world champions to weekend warriors. Maffetone's training and racing philosophy emphasizes building a strong aerobic base for increased fat burning, weight loss, sustained energy, and a healthy immune system. Good nutrition and stress reduction are also key to this common-sense, big-picture approach.

UPC: 759968086303**Item:** 446015838**CRC:** 1468989**AAFES Sell:** \$15.75**Retail Price:** \$17.99

NEW!

100 THINGS YOU CAN DO TO STAY FIT AND HEALTHY: *Simple Steps to Better Your Body and Improve Your Mind*

Looking to revamp and revitalize your fitness and get healthier, but not sure where to start? Well look no further than running guru and health expert Scott Douglas's *100 Things You Can Do to Stay Fit and Healthy*. Each short section in this tome features a simple, and easy-to-implement, physician- approved practice that that will improve your fitness and general health in an instant, and, when continued, will elevate your well-being permanently. In this helpful and healthful book, the reader will find sections on:

- Improving muscular fitness
- Maintaining skeletal strength
- Increasing mental acuity
- Monitoring intestinal regularity
- And keeping up your cardiovascular fitness!

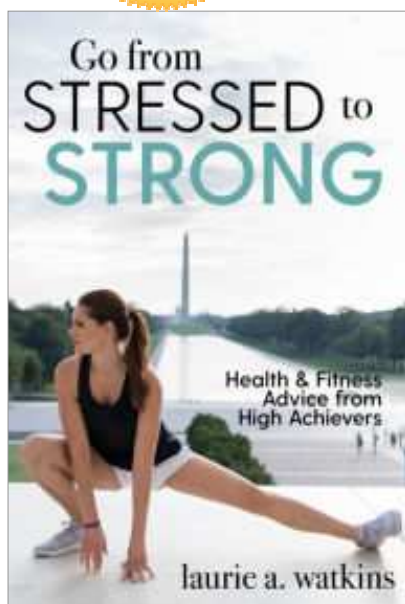
UPC: 759968084880

Item: 446015708

CRC: 8336963

AAFES Sell: \$12.75

Retail Price: \$21.99

NEW!

Go from STRESSED to STRONG: *Health and Fitness Advice from High Achievers*

Go From Stressed to Strong is about the war with the unhealthy habits of our stressful lives. Laurie A. Watkins provides readers with practical and proven tools she designed along with health and wellness experts to get on the path to a healthy lifestyle in a 24-7 world. Prompted by Watkins's own experiences while working inside the world of two presidential campaigns and other high-stress working environments, she shares her own stories as well as stories from prominent men and women across a wide range of industries on their experiences and how they came out the other side. Bestselling author and TV host Bill Nye "the Science Guy," 2016 CrossFit Games competitor and RN Christy Adkins, professional speaker and Army veteran Dan Nevins, restaurateur Jamie Leeds, two-star Michelin-rated chef José Andrés, and former White House staffer Phil Larson are some of the many voices featured.

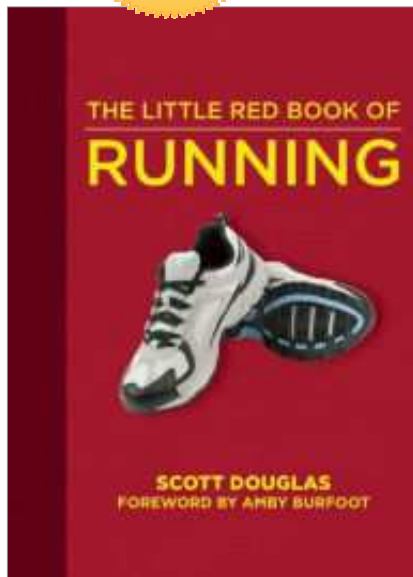
UPC: 759968085030

Item: 446015719

CRC: 8336978

AAFES Sell: \$20.95

Retail Price: \$24.99

NEW!

THE LITTLE RED BOOK OF RUNNING

In *The Little Red Book of Running*, renowned running writer Scott Douglas delivers the advice that he's compiled from interacting with some of the world's most distinguished coaches and laureled runners. With 250 tips covering every aspect of running, this pocket-sized book of wisdom is the next best thing to having a personal running coach. Within these pages you'll find:

- Advice on how to healthily increase your weekly mileage
- Expert guidance on how to boost your overall speed
- Recommendations for choosing the best sneaker for your foot
- Suggestions for staying motivated through injury
- And 246 more tips for becoming a better runner!

Broken down into comprehensive topics that cover all aspects of running—from determining your weekly mileage to running a personal best—*The Little Red Book of Running* is sure to quickly become a runner's new best friend.

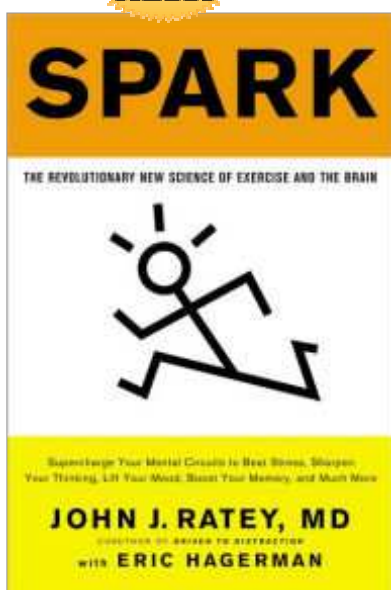
UPC: 759968084866

Item: 446015710

CRC: 8336961

AAFES Sell: \$10.95

Retail Price: \$12.99

NEW!

SPARK: The Revolutionary New Science of Exercise and the Brain

Did you know you can beat stress, lift your mood, fight memory loss, sharpen your intellect, and function better than ever simply by elevating your heart rate and breaking a sweat? The evidence is incontrovertible: aerobic exercise physically remodels our brains for peak performance.

- In SPARK, John Ratey, MD embarks upon a fascinating journey through the mind-body connection, illustrating that exercise is truly our best defense against everything from depression to ADD to addiction to menopause to Alzheimer's. Filled with amazing case studies (such as the revolutionary fitness program in Naperville, Illinois, that has put the local school district of 19,000 kids first in the world of science test scores), SPARK is the first book to explore comprehensively the connection between exercise and the brain. It will change forever the way you think about your morning run.

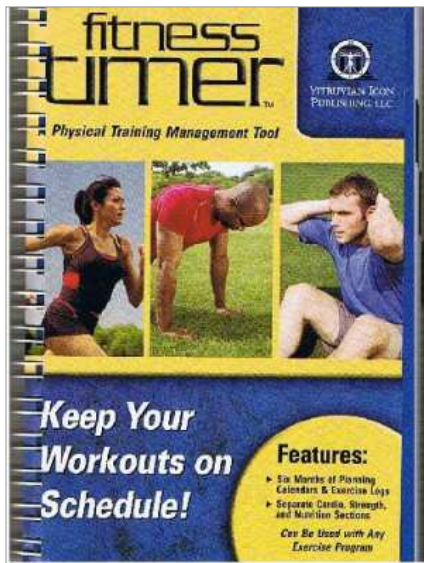
UPC: 759968084446

Item: 446015590

CRC: 8096824

AAFES Sell: \$14.50

Retail Price: \$16.00

FITNESS TIMER: *Physical Training Management Tool*

Keep Your Workout on Schedule

Features:

- Six Months of Planning Calendars & Exercise Days
- Separate Cardio, Strength, and Nutrition Sections

Can be used with Any Exercise Program!

UPC: 9780979317606

Item: 447973384

CRC: 2439084

AAFES Sell: \$22.00

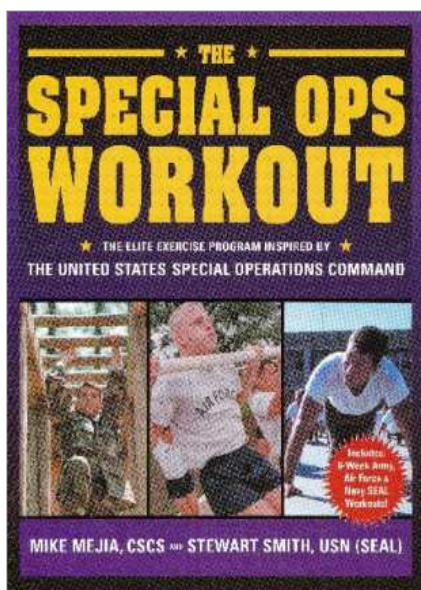
Retail Price: \$24.95

The Special Ops Workout: *The Elite Exercise Program Inspired by the United States Special Operations Command*

Nationally known fitness expert Mike Mejia and former US Navy SEAL and fitness author Stewart Smith teamed up to show how to use real Special Ops workouts to get in the best physical shape of your life.

The Special Ops Workout features:

- A specially formulated 12-week total body conditioning workout
- The Army Ranger and Green Beret 6-week workout
- The Air Force PJ/CCT 6-week workout
- The Navy SEAL 6-week workout
- The ultimate in high-powered nutrition info
- An insider's view of Special Ops training with our exclusive "Real Deal" insider tips



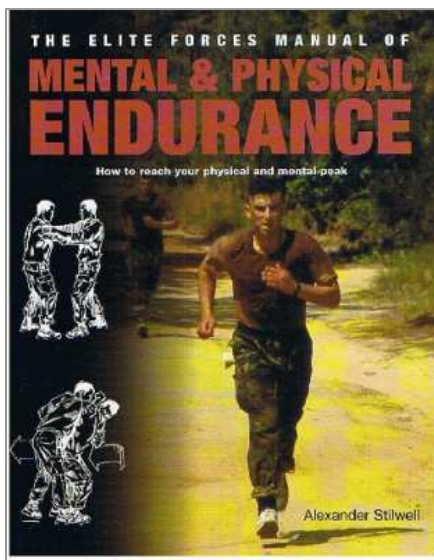
UPC: 759968031396

Item: 444903133

CRC: 0650853

AAFES Sell: \$17.75

Retail Price: \$19.95



The Elite Forces Manual of MENTAL & PHYSICAL Endurance: How to Reach Your Physical and Mental Peak

Gain an EDGE by training with the techniques of the most elite special forces units

The Elite Forces Manual of Mental and Physical Endurance shows how the world's most advanced soldiers stretch themselves mentally and physically, giving the reader the opportunity to train as they do in easy-to-follow steps. A detailed examination of what it takes to become as fit as a special forces soldier, the book takes a holistic view of the body and mind, showing readers how to build up endurance over a matter of weeks and how quality of life will benefit in the process. The 150 illustrations throughout the book make it perfect for both serious students of physical fitness and martial arts and armchair military enthusiasts. Contains helpful and practical advise for attaining the absolute peak of mental and physical fitness.

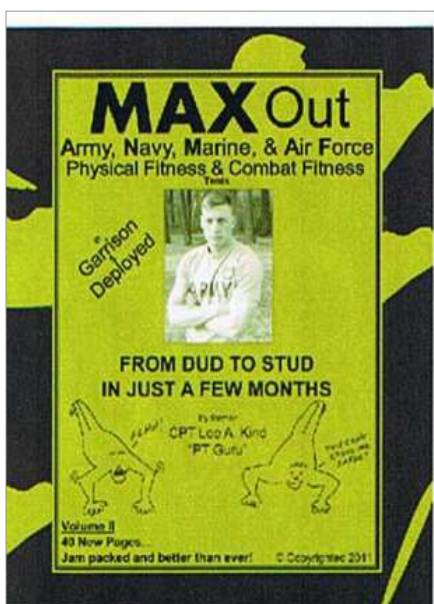
UPC: 759968071552

Item: 447973677

CRC: 4017882

AAFES Sell: \$19.50

Retail Price: \$21.99



MAX Out: Army, Navy, Marine, & Air Force Physical Fitness & Combat Fitness Tests Vol. II

MAX Out the Army Physical Fitness Test (APFT) and any other military service or law enforcement test with book! Follow-up to his **best-selling** MAX Out Vol. I book, Vol. II has 40 pages of additional exercises and tips that will enable not just the military, but anyone to improve one's overall physical fitness and max their fitness tests. Workouts are designed for all ability levels-beginner, in shape, and those in excellent shape. As an additional benefit, all the exercises, except one, can be performed anywhere one is located without requiring any additional equipment to be purchased.

UPC: 759968072764

Item: 447973842

CRC: 4960911

AAFES Sell: \$ 6.75

Retail Price: \$ 7.95