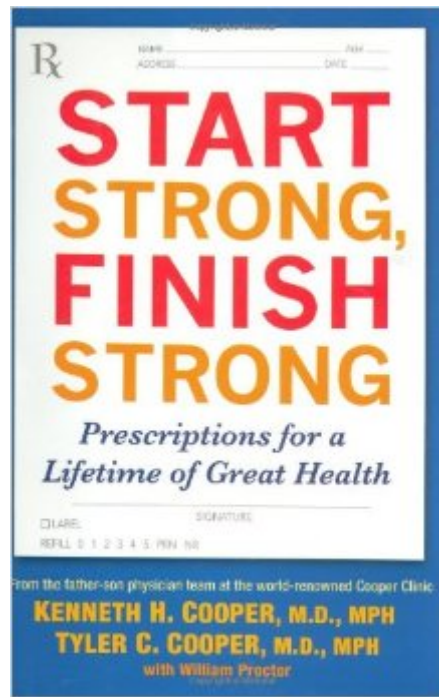


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# Start Strong, Finish Strong



## Synopsis

For many people, growing old means gradually slowing down-losing strength, balance, and even mental clarity. But is this physical decline inevitable? "Absolutely not!" say the Coopers. *Start Strong, Finish Strong* is about living the life we all want-now and as we age. It's about breaking free from chronic pain and nagging injuries. It's about refusing to give up the activities we love and discovering new ones along the way. Dr. Kenneth H. Cooper, the "father of aerobics" and the world's leading authority on preventive medicine, joins forces with his son, Dr. Tyler C. Cooper. Together they give readers the tools to start strong and finish strong. Exercise is the primary way to keep our bodies strong, flexible, and vital, so it's obviously a centerpiece to the plan. Other equally important components include the Coopers' unique "gold-standard" annual medical exams that can pinpoint potential health problems before they get out of control; good food in healthy portions; a strategic approach to supplements; help with bad habits like smoking and substance abuse; and a well-developed mind-spirit practice. Readers who follow Dr. Ken and Dr. Tyler Cooper's individualized, adjustable program can expect to feel younger with each passing year. The Coopers' simple, intergenerational strategy for starting and finishing strong tackles obstacles that interfere with true fitness, gets to the root of common excuses, helps readers to identify special motivational "buttons" that will make them feel good as they get in shape, and explores the latest science that can enhance personal progress. Along the way, the Coopers bring their years of experience to readers with engaging case studies and stories.

## Book Information

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## Customer Reviews

I am a 68 year old retired R.N. and purchased this book two days ago. I have not read the entire text, so you may wonder why the five star rating. The reason is this. At the very beginning of the book, there is very illuminating information about motivation and habit formation. Believe me when I say this information has given me my own PERSONAL REASONS to enter into a fitness/health program. Motivation has always been my one, and most glaring obstacle to achieving optimal health. I applaud the authors in recognizing this very fact, and for addressing the issue with insight and understanding at the very beginning so the reader is armed with the answer to "why am I doing this" question. If one doesn't have a ready answer to that, any program is due to fail. So, pull this book off the shelf, glance at its sensible, and well-researched pages, and buy it. Never before have I had tangible ways to get motivated towards a healthy lifestyle. Thankyou, Doctors

Dr. Cooper has made and continues to make an incredible contribution to the collective body of intelligence on health and aging. It's just too bad so many adults choose to ignore his scientifically proven prescription for longevity and health. He's the "Father of Aerobics", but his true legacy will be the contribution he's making now for the next generation of Americans - our children - who are plagued with epidemic levels of obesity and associated poor fitness and health. For the first time since data have been kept on the topic, the projection on longevity is that it will actually decline - and decline significantly - in the U.S. in the next generation unless the trend in childhood obesity is reversed. Thank God Dr. Cooper turned down the invitation to become the U.S. Surgeon General in 2006 and began, instead, to focus on the problem at the state level in Texas where some progress can actually be made. As for this book, everything you need to know about living longer is there. The one thing it cannot teach you is the discipline to actually live the program. No book can do that.

Cooper has moved on from merely promoting running, to a more rounded approach. Not many people realise how significant resistance exercise is, and fewer how important healthy eating is to a good life. I enjoyed the book, even though I thought the section on resistance exercise needed more work. All in all, the book lives up to its title and provides an excellent prescription for health. Martin

I have purchased many books all through the years by Dr. Cooper the "Father of Aerobics".....this one provides some good information for one who needs a good source of information from a Doctor who knows what he is talking about and not just interested in selling his "new found" miracle stuff.

An invaluable reference. Distills so much of his four decades of being on the forefront of health and fitness research into simple, practical concepts that are easy to understand and apply. Really puts it all together for those over 35 that want to stay healthy into their senior years.

My doctor told me last spring that I had to start exercising and eating a little more sensibly. I dawdled for a while, and then decided to order a couple of books to see if they would help. I got a book by Dr. Weil, and also Start Strong, Finish Strong. Both books are exceptional, and they did the trick. Im 63 and I could follow the recommendations easily. Good common sense stuff in this book. Nothing faddish. I like what the Cooper's are saying, and I've been heeding their advice for a couple of months now. My physical is in early February, and I'm not worried about it. :-)

It may be easy to start a new healthy life style with a bang but not so easy to stay the course in the same manner. START STRONG, FINISH STRONG shows and encourages you, in a very clear way, how to do that. The book provides steps on how to start healthy habits, stay motivated and not slack off. The story of Rick, who weighed 500 pounds and lost 300 pounds by learning to develop good personal habits, shows that anyone can change his or her personal life habits for the better and achieve whatever goal desired. START STRONG, FINISH STRONG by Kenneth H. Cooper, Tyler C. Cooper and William Proctor is a very helpful book to teach you how to make a positive lifetime change for healthy and happy living. Fafa Demasio

I became acquainted with Dr. Cooper from his original book "Aerobics", the result of his research in fitness measurement and maintenance for the U.S. military. He devised his "Cooper Point System" for fitness. I followed it as a cadet and resumed using it when I decided I needed to lose weight. 85lbs in 8 months, and I credit the original book. I discovered this book most of the way through my weight-loss effort and immediately shared it with friends who were interested. To be clear, it isn't a weight loss book. It's a fitness book. But the roads to fitness and weight-loss and management run in parallel. A great read and more elaborate presentation of his original work and subsequent research.

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