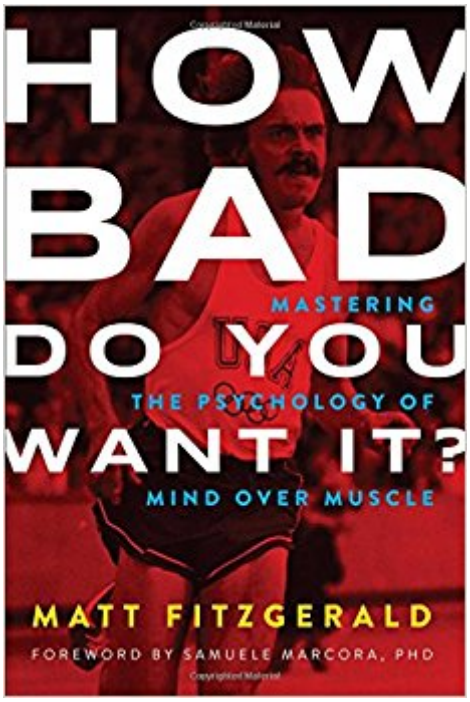
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How Bad Do You Want It?: Mastering The Psychology Of Mind Over Muscle



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Synopsis

The greatest athletic performances spring from the mind, not the body. Elite athletes have known this for decades and now science is learning why itÃ¢â ¬â„¢s true. In his fascinating new book How Bad Do You Want It?, coach Matt Fitzgerald examines more than a dozen pivotal races to discover the surprising ways elite athletes strengthen their mental toughness. Fitzgerald puts you into the pulse-pounding action of more than a dozen epic races from running, cycling, triathlon, XTERRA, and rowing with thrilling race reports and revealing post-race interviews with the elites. Their own words reinforce what the research has found: strong mental fitness lets us approach our true physical limits, giving us an edge over physically stronger competitors. Each chapter explores the how and why of an elite athleteÃ¢â ¬â„¢s transformative moment, revealing powerful new psychobiological principles you can practice to flex your own mental fitness. The new psychobiological model of endurance performance shows that the most important question in endurance sports is: how bad do you want it? FitzgeraldÃ¢â ¬â„¢s fascinating book will forever change how you answer this question and show you how to master the psychology of mind over muscle. These lessons will help you push back your limits and uncover your full potential. How Bad Do You Want It? reveals new psychobiological findings including: Mental toughness determines how close you can get to your physical limit. Bracing yourself for a tough race or workout can boost performance by 15% or more. Champions have learned how to give more of what they have. The only way to improve performance is by altering how you perceive effort. Choking under pressure is a form of self-consciousness. Your attitude in daily life is the same one you bring to sports. There's no such thing as going as fast as you canÃ¢â ¬â ¢only going faster than before. The fastest racecourse is the one with the loudest spectators. Faith in your training is as important as the training itself.Athletes featured in How Bad Do You Want It?: Sammy Wanjiru, Jenny Simpson, Greg LeMond, Siri Lindley, Willie Stewart, Cadel Evans, Nathan Cohen and Joe Sullivan, Paula Newby-Fraser, Ryan Vail, Thomas Voeckler, Ned Overend, Steve Prefontaine, and last of all John Ã¢â ¬Å“The PenguinÃ¢â ¬Â• Bingham

Book Information

Paperback: 272 pages
Publisher: VeloPress; 1 edition (October 15, 2015)
Language: English
ISBN-10: 1937715418
ISBN-13: 978-1937715410

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 149 customer reviews

Best Sellers Rank: #11,169 in Books (See Top 100 in Books) #3 inÃ Â Books > Health, Fitness & Dieting > Exercise & Fitness > Triathlons #4 inÃ Â Books > Sports & Outdoors > Individual Sports > Triathlon #8 inÃ Â Books > Sports & Outdoors > Individual Sports > Cycling

Customer Reviews

"To be a great athlete, you need more than natural ability; you need mental strength to keep going when your body wants to quit. In his new book, writer Matt Fitzgerald dives into the research behind these coping skills and highlights the top athletes who use them. Anyone, whether pro or everyday exercisers, can use these tactics to push further." Ã¢â ¬â œ Men's Journal"Fitzgerald has been writing about the psychology of endurance performance for more than a decade now and is really one of the pioneers in terms of trying to take this body of research out of the laboratory and into the field for everyone to try. His latest book examines a series of notable races through the lens of Samuele MarcoraÃ¢â ¬â„¢s Ã¢â ¬Å“psychobiologicalÃ¢â ¬Â• theory of endurance. The races make it a fun read, and the psychology is thought-provoking." Ã¢â ¬â œ Runner's World magazine"At the highest level of sport, it's often not physiology but psychology that separates the best from the rest. Matt goes well beyond just telling stories of great athletes (though he's really good at doing that, too) and delves deep into cutting-edge brain science to show us all how we can strengthen our own mental muscle." -- Huffington Post, Best Health and Fitness Books in 2015Ã¢â ¬Å“The mind is the next frontier for significant performance gainsÃ¢â ¬Â¦Mental fitness, says Fitzgerald, means becoming your own sports psychologist and developing coping mechanisms to help you suffer better. Which, while not entierly satisfying, is a good start.Ã¢â ¬Â• Ã¢â ¬â ¢ Outside magazine"A book every that every endurance athlete should ownÃ¢â ¬Â¦A page-turning read both for the narrative content and hard informationÃ¢â ¬Â¦For all athletes drawn to pushing up against the red line to see what they've got." -- LAVA magazine"Fitzgerald has done an exemplary job in making physiology and psychology understandable with contemporary research framing a creative and entertaining book that makes the subject come alive through charismatic writing." Ã¢â ¬â œ Canadian Running magazine"How Bad Do You Want It? really brings to life how important psychology is for endurance performance." -- Samuele Marcora, PhD"Harnessing the power of the setback is a powerful motivation. How Bad Do You Want It? recognizes the fact that we all have the power to adapt and be better than before." Ã¢â ¬â œ Willie Stewart"Think of it as

the mind-over-matter guide to racing. FitzgeraldÃ¢â ¬â„¢s book dissects pivotal races and features top endurance athletesÃ¢â ¬Â¦illustrating how elite athletes rally their mental strength Ã¢â ¬â ¢ and amateur athletes can, too." Ã¢â ¬â œ Austin-American Statesman"Imagine you could get into the mind of an elite athlete and use their skills to improve your sporting potential. That's the premise of Matt Fitzgerald's How Bad Do You Want It?" Ã¢â ¬â œ Triathlon Magazine CanadaÃ¢â ¬Å“FitzgeraldÃ¢â ¬â„¢s presentation digs into the very soul of his athletes to uncover innate traits and learned behaviors in ways that draw the reader right into the competition being described. This is a fantastic group of stories being told with literary skill far beyond most sports booksÃ¢â ¬Â¦ All the profiled athletes and all the masterful storytelling and all the research presented to back up the concepts he is illustrating become a cohesive effort by Fitzgerald to document the connections between the showcased sporting accomplishments and the mental fitness skills that propel those successes. Fitzgerald forms the foundation for constructing your own arsenal.Ã¢â ¬Â• Ã¢â ¬â ¢ Oregon Distance RunnerÃ¢â ¬Å“How Bad Do You Want It perfectly introduces the exciting new understanding emerging in the world of sports psychology and exercise physiology. Fitzgerald uses key examples from some of the worldÃ¢â ¬â„¢s most famous and celebrated athletesÃ¢â ¬Â¦to distill down highly scientific concepts and cutting edge theories into real world examples and situations that anyone can grasp. A superb bookÃ¢â ¬Â¦If you want to succeed at your next race, to break through to a new PR, or reach a new level in your running, then I highly suggest this book. It will give you many of the latest tools and theories for doing just that, written in a way that allows you to apply them to your running, from the first to the last page.Ã¢â ¬Â• Ã¢â ¬â ¢ Colorado RunnerÃ¢â ¬Å“Fitzgerald is a skilled writer and the drama and excitement of the various races really jump off the pages. If you are feeling a bit unmotivated about running, this would be a great book to pick up, as you are likely to be inspired by all of the thrilling stories.Ã¢â ¬Â• Ã¢â ¬â ¢ Run Oregon"This fascinating book explains why perception of effort is so crucial to maximizing athletic performance. The mental toughness behind a dozen breakthrough endurance performances in cycling, running, triathlon, and rowing is analyzed through spectacular storytelling, first-person interviews, and powerful new psychobiological theory. Fitzgerald has a gift for making exercise science come alive with pulse-pounding stories of elite athletes engaged in the most pivotal races of their lives." Ã¢â ¬â œ Saltmarsh Running

The greatest athletic performances take place in the mind, not the body. How Bad Do You Want It? explores some of the greatest moments in endurance sports to mine concrete habits and tactics we can use to cultivate our own mental strength.

As other readers have pointed out this book is more about stories of people that have worked hard for success as opposed to strategies. With that said, I very much enjoyed the audio version and gleaned a lot of motivation as I moved into the sprint racing season and set goals. There are many sports heroes highlighted and their stories of truly giving 100% will inspire you.If you are looking for a ten step plan to improve your sports performance this is not the book for you. If you are looking to dig deep into the mindset of people that have gone all the way then you will benefit. There were many runs/rides this year at my low point I just said over and and over "how bad do you want it" in my head to move into the next mile.

Excellent motivational stories recounting the training and racing methods of many elite athletes of all disciplines. I will now have a new mantra when I run races! "How Bad Do You Want It"Well written and lots of new information from elite athletes, coaches and researchers.

I have always known this, but it was a fun read nonetheless.

Really great book! I've been dedicating a lot of time to training in my sport and this book has inspired me to not be afraid of any perceived barriers. There is always more to give! I love the collection of stories from various athletes overcoming struggles with performance. I reccomend this book to any athlete trying to find out how hard they can push themselves and how good they can be.

Wow. Wow. Wow. Wow. Wow. Wow. Wow. Wow. Wow.

Good read for any athlete who likes to feel the burn. If you are a competitor who may be looking for some more "tools", there is some good stuff here. And if you are like me, someone who just feels REALLY GOOD after completing A REALLY HARD workout, and reaching a personal goal, then I think you will like the book too. I liked the fact the author pulled athletes from several different sports and not just running.

This is an excellent book! I wish this book was around when I was involved in running competitively. The endurance principles described in this book helped me to complete a Spartan Super when I wasn't in shape to do so. I'm going to go back and read the other books by this author.

lots of motivational stories.

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Muscle Recovery: Tips for Faster Muscle Recovery, Growing Stronger Muscle and Overcoming Muscle Soreness (Muscle Growth, Muscle Soreness, Workout, Workout Recovery, Muscle Strength) How Bad Do You Want It?: Mastering the Psychology of Mind over Muscle Mind Control, Human Psychology, Manipulation, Persuasion and Deception Techniques Revealed. (dark psychology, mind control, hypnosis, forbidden psychology, manipulation)) Muscle building box set: Ectomorph:How to Pack on as Much Muscle as Possible in the Shortest Time,The 10 Best Ever Muscle Building Technique,30+ Bulking Recipes,3x books in one , The Bodybuilding Cookbook: 100 Delicious Recipes To Build Muscle, Burn Fat And Save Time (The Build Muscle, Get Shredded, Muscle & Fat Loss Cookbook Series) Fitness Nutrition: The Ultimate Fitness Guide: Health, Fitness, Nutrition and Muscle Building - Lose Weight and Build Lean Muscle (Carbs, Protein, Muscle ... Workout Nutrition, Nutrition For Athletes) Criminal Psychology: Understanding the Criminal Mind and Its Nature Through Criminal Profiling (Criminal Psychology - Criminal Mind - Profiling) Mind Control Mastery 4th Edition: Successful Guide to Human Psychology and Manipulation, Persuasion and Deception! (Mind Control, Manipulation, Deception, ... Psychology, Intuition, Manifestation,) Muscle Myths: 50 Health & Fitness Mistakes You Don't Know You're Making (The Build Healthy Muscle Series) Muscle Myths: 50 Health & Fitness Mistakes You Don't Know You're Making: Build Healthy Muscle Bad Bad Bad Bad Boy Rebels: Meeting the Bad Boy Rebels (Bad Boy Rebels Series Book 1) Bad Boy Rebels: Bad Girl Training (Bad Boy Rebels Series Book 2) The Good, the Bad, and the Ugly Cincinnati Reds: Heart-Pounding, Jaw-Dropping, and Gut-Wrenching Moments from Cincinnati Reds History (The Good, the Bad, and the Ugly) (The Good, the Bad, & the Ugly) The Good, the Bad & the Ugly Philadelphia Flyers: Heart-pounding, Jaw-dropping, and Gut-wrenching Moments from Philadelphia Flyers History (Good, the Bad, & the Ugly) (Good, the Bad, & the Ugly) Master Your Mind: Achieve Greatness by Powering Your Subconscious Mind [mental power, mind control, thought control] (brain power, subconcious mind power, NLP, Neuro Linguistic Programming) Dark NLP: How To Use Neuro-linguistic Programming For Self Mastery, Getting What You Want, Mastering Others And To Gain An Advantage Over Anyone The Lean Muscle Diet: A Customized Nutrition and Workout Plan--Eat the Foods You Love to Build the Body You Want and Keep It for Life! Intermittent Fasting: Everything You Need to Know About Intermittent Fasting For Beginner to Expert Ã¢â ¬â œ Build Lean Muscle and Change Your Life (Lean Lifestyle, Lean Muscle, Lose Fat) Mind Reader: Unlocking the Power of Your Mind to Get What You Want