High-quality content for high-quality coaching

Successful COACHING
FOURTH EDITION

The most authoritative guide on coaching principles
Rainer Martens
American Sport Education Program

SPORT FIRST AID
Fifth Edition
A coach’s guide to the care and prevention of athletic injuries
Melinda J. Fiegel
American Sport Education Program

New Edition!
Set the foundation for becoming a successful coach

The Coaching Principles course has provided a solid foundation for coaches for more than 30 years. Drawing content from the best-selling coaching textbook Successful Coaching and offered in both classroom and online formats, Coaching Principles course adoption provides you with these valuable benefits:

- Offer your students the added bonus of Coaching Principles certification, recognized by numerous state high school associations, state departments of education, and individual school districts in meeting coaching education requirements.
- Incorporate its ready-made certification-driven curriculum and test into a semester-long course or supplement the coaching course you’ve developed.
- Take advantage of complimentary course ancillaries—including the Successful Coaching text, an instructor guide, DVD and certification test—to deliver the course.
- Offer an online version of Coaching Principles that you can use to supplement your current course. The online course also affords students ASEP certification in Coaching Principles.

Adopt the Coaching Principles course and invest in a complete program that will save you time and effort in course preparation and in many cases offer your students a valuable coaching credential.

Coaching Principles course content

Coaching Principles provides the underpinnings of what it takes to be a successful coach—beyond the Xs and Os. Coaching Principles challenges coaches to:

- define who they are as coaches (their coaching philosophy, objectives, and style), coach for character, and coach diverse athletes;
- understand a coach’s responsibilities before, during, and after the sport season;
- enhance communication and motivational skills and manage athletes’ behavior;
- become more effective teachers of technical and tactical skills;
- train athletes for energy and muscular fitness, to fuel athletes, and to battle drugs;
- be aware of a coach’s legal responsibilities and ways to minimize risk; and
- manage relationships with diverse groups of athletes, parents, staff, administrators, officials, medical personnel, and the media.

Through Coaching Principles, you’ll engage students on critical issues such as preventing bullying, using social media, and avoiding performance-enhancing drugs which they must be prepared to address as coaches. For instance, guidelines are provided for using social media to communicate with fans, donors, sponsors, and athletes, as well as tips for establishing policies addressing the use of social media and possible consequences for when athletes violate social media policies.

Similarly, a straightforward discussion of drug abuse among athletes covers performance-enhancing drugs, steroids, prescription drug abuse, methamphetamines, and drug-testing.

Coaching Principles and the text Successful Coaching blend the latest findings and accepted practices in the sport sciences with practical advice from seasoned coaching veterans. Coaching Principles helps pave the way for a fulfilling sport experience for coaches and their athletes.

Contact your sales representative for more information on how you can receive complimentary review copies of any of the course materials and texts listed in this brochure. See mail panel for contact information. Or, request a review copy by completing and mailing the attached card.
As a Coaching Principles course adopter, you receive complimentary ancillaries including the
• Successful Coaching textbook;
• Coaching Principles Instructor Guide (PDF);
• Coaching Principles Instructor DVD;
• Coaching Principles Workbook;
• Coaching Principles Certification Test; and
• Successful Coaching online text ancillaries.

For details, visit www.HumanKinetics.com/CoachingPrinciples or contact your sales representative.

The course package that students receive includes the following:
• The Successful Coaching, Fourth Edition textbook (print or e-book format);
• The Coaching Principles Workbook* containing classroom activities that you’ll incorporate into your course (*not included in online course package);
• Access to the Coaching Principles Online Component, an online supplement containing forms, checklists, tip sheets, and sample practice and season plans; and
• The 100-question course test, deliverable in online or paper-based formats.

The most comprehensive guide on coaching principles

Successful Coaching is available for adoption as a stand-alone text. Text adoption includes complimentary online ancillaries including an instructor guide, image bank, and test package. The resources are available through the website www.HumanKinetics.com/SuccessfulCoaching4E. The site also includes customizable and reproducible forms taken from the text, such as sample practice plans, evaluation forms, and safety checklists. Contact your sales representative for details.

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www.HumanKinetics.com/SuccessfulCoaching
A coach’s guide to the care and prevention of athletic injuries

In addition to Coaching Principles, the Sport First Aid course is part of our suite of coaching courses recognized by numerous state high school associations and individual school districts in meeting coaching education requirements. Based on the Sport First Aid, Fourth Edition text, the course is offered either in the classroom or online and, in most instances, course completion puts your students a step closer to being certified to coach at the high school level in your state.

Sport First Aid covers protocols for
• conducting emergency action steps and providing life support;
• conducting the physical assessment and administering first aid for bleeding, tissue damage, and unstable injuries;
• moving injured athletes; and
• returning athletes to play.

Sport First Aid also includes the latest information and guidelines for
• recognizing and treating concussions from the Centers for Disease Control and Prevention;
• using cardiopulmonary resuscitation (CPR) and automated external defibrillators (AED) from the American Heart Association;
• recognizing and treating heat illnesses from the National Athletic Trainers Association; and
• reducing athletes’ risk of injury or illness, such as implementing preseason conditioning programs, creating safe playing environments, planning for weather emergencies, ensuring proper fitting and use of protective equipment, enforcing proper sports skills and safety rules, and developing a medical emergency plan.

Course ancillaries
As a Sport First Aid course adopter, you receive complimentary ancillaries including the
• Sport First Aid, Fifth Edition textbook;
• Sport First Aid Instructor Guide (PDF);
• Sport First Aid Instructor DVD;
• Sport First Aid Workbook; and
• Sport First Aid Certification Test.

For details, visit www.HumanKinetics.com/SportFirstAid or contact your sales representative.

Student resources
The course package that students receive includes the following:
• The Sport First Aid, Fifth Edition textbook;
• The Sport First Aid Workbook* containing classroom activities that you’ll incorporate into your course (*not included in online course package); and
• The 75-question course test, deliverable in online or paper-based formats.

*Not included in online course package.
Sport-specific courses break down the Xs and Os

Coaching Sport Technical and Tactical Skills
Each sport has its unique set of skills for athletes to learn, practice, and master. Coaching Sport Technical and Tactical Skills online courses provide students with a solid understanding of sport-specific technical and tactical skills in order to teach them effectively. The courses are heavy on skill demonstration and error detection and correction. ASEP has incorporated aspects of the Dartish video technology into many of the courses, enabling coaches to break down technique by viewing Dartfish media books frame by frame.

Coaching Baseball Technical and Tactical Skills online course
ISBN 978-0-7360-4422-6 • $49.95
K course ISBN 978-0-7360-7372-1

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ISBN 978-0-7360-4706-7 • $49.95

Coaching Football Technical and Tactical Skills online course
ISBN 978-0-7360-7202-1 • $49.95
K course ISBN 978-0-7360-4524-7

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ISBN 978-0-7360-5368-6 • $49.95
K course ISBN 978-0-7360-4524-7

Coaching Tennis Technical and Tactical Skills online course
ISBN 978-0-7360-7398-1 • $49.95
K course ISBN 978-1-4504-1082-3

Coaching Volleyball Technical and Tactical Skills (textbook adoption only)
ASEP with Cecile Reynaud
2010 • paperback • 256 pp
ISBN 978-0-7360-5384-6 • $19.95
2010 • e-book • 256 pp
ISBN 978-1-4504-1470-8 • $19.95

Coaching Sport Principles
Coaching Sport Principles courses are book-test online courses that satisfy the sport-specific component of many states’ coaching education requirements. For each course, an online study guide leads students chapter by chapter through the accompanying textbook.

Coaching Cheerleading Principles
978-0-7360-8704-9 • $49.95

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978-1-4504-0092-3 • $49.95

Coaching Soccer Principles
978-1-4504-5203-8 • $49.95

Coaching Strength and Conditioning Principles
978-1-4504-1403-6 • $49.95

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978-0-7360-8701-8 • $49.95

Coaching Track and Field Principles
978-0-7360-9645-4 • $49.95

Coaching Volleyball Principles
978-1-4504-6942-5 • $49.95

Coaching Wrestling Principles
978-1-4504-1402-9 • $49.95

Textbooks (print books and e-books) for sport-specific courses are available for adoption separately. Contact your sales representative for more information on how you can receive complimentary review copies of course materials. See mail panel for contact information. Or, request a review copy by completing and mailing the attached card.

For your bookstore: All courses listed on this page are available to be sold through your campus bookstore. For the Coaching Sport Technical and Tactical Skills courses, bookstores must order packaged key codes from Human Kinetics using different ISBNs (indicated as “K” course ISBNs). Contact your sales representative for details.
Laying the foundation for better coaching

As an educator, you strive to empower new coaches with sufficient educational footing, philosophical orientation, and resources to fulfill the duties expected of them. Structuring your coach education course around the *International Sport Coaching Framework Version 1.2* will lay the foundation for a class that develops qualified and competent coaches who are prepared to foster the positive development of athletes in sport and in life.

The *International Sport Coaching Framework Version 1.2* provides a common language and set of principles about coaching on which the worldwide sport community can agree. Created by the International Council for Coaching Excellence (ICCE), the Association of Summer Olympic International Federations (ASOIF) and Leeds Metropolitan University (LMU), the Framework represents a significant step toward establishing consensus on the

- primary functions of a coach;
- roles and responsibilities of a coach in athlete development;
- qualifications, knowledge and core skills needed for coaching effectively; and
- methods by which coaches are educated, developed and certified.

This universal platform can be built upon and shaped to meet specific organizational and contextual needs. This flexibility allows coach educators and developers to optimize their approach in each setting and ultimately enrich the sport experience for athletes and coaches, alike.

The succinct book is ideal as a base text for a coaching course or as a supplemental resource for a course. No matter how you elect to use it, the *International Sport Coaching Framework Version 1.2* is an essential guide for educating and developing the capable, quality coaches that athletes deserve.

Insightful journal advances the profession of coaching

The *International Sport Coaching Journal (ISCJ)* seeks to advance the profession of coaching through research articles, informative essays, experiential accounts, and systematic applications that enhance the education, development of knowledge, leadership, and best practices of coaches. A joint venture of the International Council for Coaching Excellence (ICCE) and American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD)—and an official journal for both organizations—*ISCJ* will publish a blend of relevant studies, technical insights, examples of coaching methods employed around the world, engaging front-line stories, and thought-provoking commentaries.

Ask your college or university library to purchase an institutional subscription to *ISCJ* to obtain convenient access to this new content for you and your students. Visit [www.HumanKinetics.com/ISCJ](http://www.HumanKinetics.com/ISCJ) for complete information.
Officiating Principles is a sport-neutral online course based on the textbook Successful Sports Officiating. Supplement your coaching or physical education course offerings with this convenient online course, containing 13 units covering fundamental officiating concepts such as communication, decision making, and conflict management. For students wanting to stay connected to the sport they love, and potentially earn a nice side income, Officiating Principles will equip them for what it takes to be a successful sports official.

Officiating Principles, Second Edition Online Course with Paperback
ISBN 978-1-4504-1652-8 • $50.00
For your bookstore: This course is also available to be sold through your campus bookstore. Bookstores must order packaged key codes from Human Kinetics using a different ISBN (978-1-4504-1653-5). Contact your sales representative for details.

Successful Sports Officiating, Second Edition
ASEP • Endorsed by the National Association of Sports Officials
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2011 • e-book • 208 pp
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For your bookstore: This course is also available to be sold through your campus bookstore. Bookstores must order packaged key codes from Human Kinetics using a different ISBN (978-0-7360-5891-3). Contact your sales representative for details.

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