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Charles Ware, Charles Bamford, Garry Bruton
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before purchasing it in order to gage whether or not it would be worth my time, and all praised Business Management for the Personal Fitness Trainer:

0 of 0 people found the following review helpful. Five StarsBy Erika FinchReally good quality

Business Management for the Personal Fitness Trainer is a handbook for fitness professionals who have entertained the idea of going out on their own and starting their own business. It serves as an entrepreneurial tool to help fitness professionals expand their knowledge and to develop an understanding of the necessary elements in designing, starting, and managing a small business in the fitness industry. It walks through the fundamentals of small business and notes how these apply to the fitness industry. From choosing an idea for a business and developing a business plan to the legal, financial, and operational considerations of opening and running a business, this book is your guide to

building a fitness business.