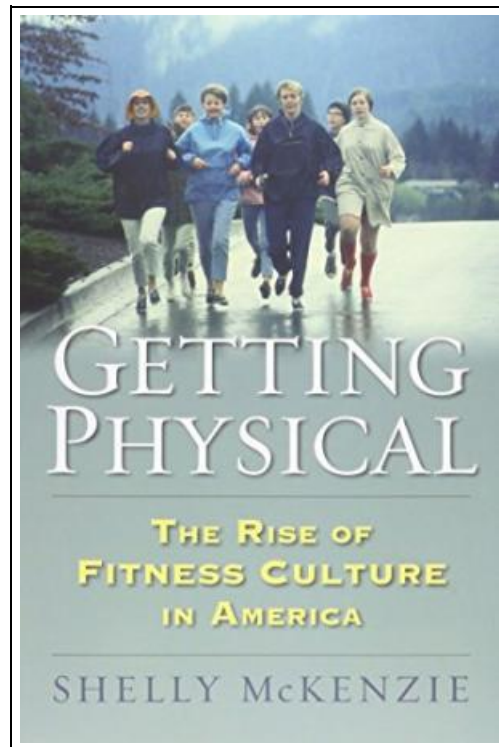


Getting Physical: The Rise of Fitness Culture in America (Paperback)



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Reviews

Complete information for publication fans. Better then never, though i am quite late in start reading this one. Its been written in an extremely straightforward way in fact it is just soon after i finished reading this ebook in which basically altered me, change the way i believe.

(Ellie Stark)

GETTING PHYSICAL: THE RISE OF FITNESS CULTURE IN AMERICA (PAPERBACK)



To read **Getting Physical: The Rise of Fitness Culture in America (Paperback)** eBook, you should access the web link listed below and download the ebook or have accessibility to additional information which are highly relevant to GETTING PHYSICAL: THE RISE OF FITNESS CULTURE IN AMERICA (PAPERBACK) ebook.

University Press of Kansas, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book. From Charles Atlas to Jane Fonda, the fitness movement has been a driving force in American culture for more than half a century. What started as a means of Cold War preparedness now sees 45 million Americans spend more than \$20 billion a year on gym memberships, running shoes, and other fitness-related products. In this first book on the modern history of exercise in America, Shelly McKenzie chronicles the governmental, scientific, commercial, and cultural forces that united - sometimes unintentionally - to make exercise an all-American habit. She tracks the development of a new industry that gentrified exercise and made the pursuit of fitness the hallmark of a middle-class lifestyle. Along the way she scrutinizes a number of widely held beliefs about Americans and their exercise routines, such as the link between diet and exercise and the importance of workplace fitness programs. While Americans have always been keen on cultivating health and fitness, before the 1950s people who were preoccupied with their health or physique were often suspected of being homosexual or simply odd. As McKenzie reveals, it took a national panic about children s health to galvanize the populace and launch President Eisenhower s Council on Youth Fitness. She traces this newborn era through TV trailblazer Jack La Lanne s popularization of fitness in the 60s, the jogging craze of the 70s, and the transformation of the fitness movement in the 80s, when the emphasis shifted from the individual act of running to the shared health-club experience. She also considers the new popularity of yoga and Pilates, reflecting today s emphasis on leanness and flexibility in body image. In providing the first real cultural history of the fitness movement, McKenzie goes beyond simply...



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