

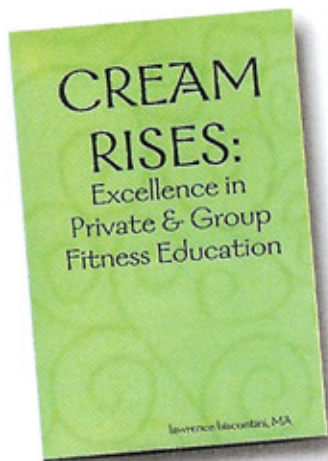
IDEA

Fitness Journal

FOR PROFESSIONALS WHO INSPIRE THE WORLD TO FITNESS®

MARCH 2010

product showcase



Top-Notch

Hone your skills and improve your techniques to become a more effective fitness professional with *Cream Rises: Excellence in Private & Group Education* by IDEA author and presenter Lawrence Biscontini. "The book is a compilation of what I've learned over the years from outstanding IDEA presenters in land and aquatic group and private training, including mind-body," states Biscontini. "It's a workbook format featuring lessons that fuse theory with practical applications." For information visit www.findlawrence.com.