

THE SKEPTIC'S GUIDE TO SPORTS SCIENCE

Confronting myths of the health
and fitness industry

NICHOLAS B. TILLER



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The Skeptic's Guide to Sports Science

Confronting Myths of the Health and Fitness
Industry

Nicholas B. Tiller, UCLA Medical Center

In *The Skeptic's Guide to Sports Science*, Nicholas B. Tiller confronts the claims behind the products and the evidence behind the claims. The author discusses what might be wrong with the sales pitch, the glossy magazine advert, and the celebrity endorsements that our heuristically-wired brains find so innately attractive. Tiller also explores the appeal of the one quick fix, the fallacious arguments that are a mainstay of product advertising, and the critical steps we must take in retraining our minds to navigate the pitfalls of the modern consumerist culture.

This informative and accessible volume pulls no punches in scrutinizing the plausibility of, and evidence for, the most popular sports products and practices on the market. Readers are encouraged to confront their conceptualizations of the industry and, by the book's end, they will have acquired the skills necessary to independently judge the effectiveness of sports-related products. This treatise on the commercialization of science in sport and exercise is a must-read for exercisers, athletes, students, and practitioners who hope to retain their intellectual integrity in a lucrative health and fitness industry that is spiraling out-of-control.

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