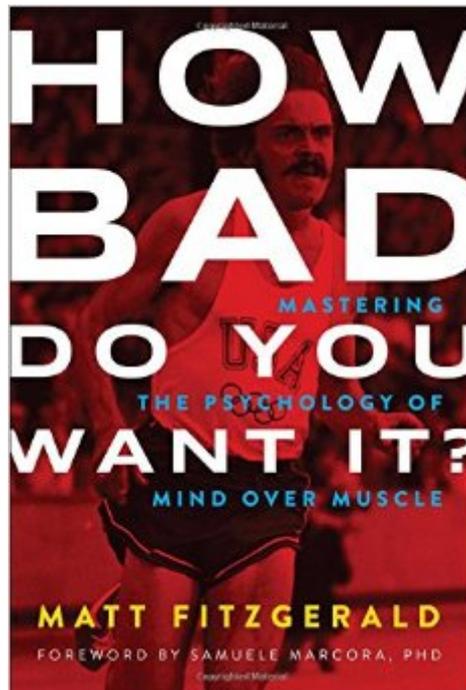


The book was found

# How Bad Do You Want It?: Mastering The Psychology Of Mind Over Muscle



## Synopsis

The greatest athletic performances spring from the mind, not the body. Elite athletes have known this for decades and now science is learning why it's true. In his fascinating new book *How Bad Do You Want It?*, coach Matt Fitzgerald examines more than a dozen pivotal races to discover the surprising ways elite athletes strengthen their mental toughness. Fitzgerald puts you into the pulse-pounding action of more than a dozen epic races from running, cycling, triathlon, XTERRA, and rowing with thrilling race reports and revealing post-race interviews with the elites. Their own words reinforce what the research has found: strong mental fitness lets us approach our true physical limits, giving us an edge over physically stronger competitors. Each chapter explores the how and why of an elite athlete's transformative moment, revealing powerful new psychobiological principles you can practice to flex your own mental fitness. The new psychobiological model of endurance performance shows that the most important question in endurance sports is: how bad do you want it? Fitzgerald's fascinating book will forever change how you answer this question and show you how to master the psychology of mind over muscle. These lessons will help you push back your limits and uncover your full potential. *How Bad Do You Want It?* reveals new psychobiological findings including: Mental toughness determines how close you can get to your physical limit. Bracing yourself for a tough race or workout can boost performance by 15% or more. Champions have learned how to give more of what they have. The only way to improve performance is by altering how you perceive effort. Choking under pressure is a form of self-consciousness. Your attitude in daily life is the same one you bring to sports. There's no such thing as going as fast as you can—only going faster than before. The fastest racecourse is the one with the loudest spectators. Faith in your training is as important as the training itself. Athletes featured in *How Bad Do You Want It?*: Sammy Wanjiru, Jenny Simpson, Greg LeMond, Siri Lindley, Willie Stewart, Cadel Evans, Nathan Cohen and Joe Sullivan, Paula Newby-Fraser, Ryan Vail, Thomas Voeckler, Ned Overend, Steve Prefontaine, and last of all John "The Penguin" Bingham

## Book Information

Paperback: 272 pages

Publisher: VeloPress; 1 edition (October 15, 2015)

Language: English

ISBN-10: 1937715418

ISBN-13: 978-1937715410

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (87 customer reviews)

Best Sellers Rank: #4,530 in Books (See Top 100 in Books) #1 in [Books > Health, Fitness & Dieting > Exercise & Fitness > Triathlons](#) #2 in [Books > Sports & Outdoors > Individual Sports > Cycling](#) #2 in [Books > Sports & Outdoors > Individual Sports > Triathlon](#)

## Customer Reviews

This book explains the latest theory of how the brain regulates endurance performance, the psychobiological model. The thesis is that decisions about pacing or quitting are taken by the conscious brain and that these decisions are primarily based on the conscious decisions of how hard, heavy and strenuous exercise is, a feeling called perception of effort, or body's resistance to the mind's will. Endurance performance is a self-regulated behavior on which thoughts and feelings can have profound influences. Perceptions of effort limit endurance performance. The book describes how conscious self-regulation of thoughts, emotions, and behavior can have a dramatic influence on endurance performance. In other words, mind and body are interconnected with the body distinctly subordinate, or as the great Finnish runner Paavo Nurmi opined, "Mind is everything.

Muscles-pieces of rubber." Fitzgerald states the thesis of the book, "One cannot improve as an endurance athlete except by changing one's relationship with perception of effort." The author proceeds to devote the remainder of the book to examples of how athletes changed their relationship to perception of effort. As he states, "the best source of knowledge concerning the most effective methods of coping...is the example set by elite endurance athletes". Subsequent chapters describe how these elite athletes learned to cope.

Matt Fitzgerald has written a very interesting and enjoyable book on the role of mental training for endurance athletes. I recommend this book to all endurance athletes and those who enjoy interesting narratives about individuals who have overcome challenges to become successful. The book can truly be enjoyed on 2 different levels: [Stories of Elite Athletes who have achieved their best through development of better mental training skills and mindsets](#) " these are truly inspirational stories of courage, resilience and are very enjoyable to read [A deeper understanding of the psychobiological model](#) " how the mind and body interact for endurance athletes " that can be used to help each person better coach themselves in a true journey of self-discovery to see what they are truly capable of, regardless of their level of athletic ability (these

skills are helpful in other area of life as well).I learned a lot in each chapter of the book but would like to share a bit from 2 chapters that I found interesting and compelling: In the chapter "The Art of Letting Go", Matt chronicles the story of Siri Lindley (triathlete) and her struggles and triumphs. The chapter has some very interesting information on choking during big performances. Perceived effort is heightened by self-consciousness - which then leads to decreased performance. The solution is to reach a state of flow "complete immersion in a purposeful activity" that allows one to be in the moment. A key passage from the chapter: "Paradoxically, it may seem, Siri had to let go of that dream and find contentment in the moment-to-moment process of chasing it in order to complete the personal transformation that was her deeper ambition."

[Download to continue reading...](#)

How Bad Do You Want It?: Mastering the Psychology of Mind over Muscle  
Bad Breath: Remedies for Life - How to Prevent Halitosis, Bad Breath Causes, Cures and Treatments (Bad Smell and Mouth Smell - How to Cure Bad Breath Book 1)  
The Bodybuilding Cookbook: 100 Delicious Recipes To Build Muscle, Burn Fat And Save Time (The Build Muscle, Get Shredded, Muscle & Fat Loss Cookbook Series)  
Psychology: Social Psychology: 69 Psychology Techniques to Influence and Control People with Communication Tricks, NLP, Hypnosis and more... (Psychology, ... NLP, Social Anxiety, Cognitive Psychology)  
Muscle Myths: 50 Health & Fitness Mistakes You Don't Know You're Making (The Build Muscle, Get Lean, and Stay Healthy Series Book 3)  
Dark NLP: How To Use Neuro-linguistic Programming For Self Mastery, Getting What You Want, Mastering Others And To Gain An Advantage Over Anyone  
Persuasion: The Subtle Art: How to Influence People to Always Get YOUR Way and What YOU Want (Persuasion, Influence, Hypnosis, Psychology, Compliance Gaining, Human Behavior, Mind Hacks, Book 4)  
Intermittent Fasting: Everything You Need to Know About Intermittent Fasting For Beginner to Expert - Build Lean Muscle and Change Your Life (Lean Lifestyle, Lean Muscle, Lose Fat)  
Criminal Psychology: Understanding the Criminal Mind and Its Nature Through Criminal Profiling (Criminal Psychology - Criminal Mind - Profiling)  
Mind Control Mastery 4th Edition: Successful Guide to Human Psychology and Manipulation, Persuasion and Deception! (Mind Control, Manipulation, Deception, ... Psychology, Intuition, Manifestation,)  
Mastering Adoption Law and Policy (Mastering Series) (Carolina Academic Press Mastering)  
Mind Over Muscle: Writings from the Founder of Judo  
BAD GIRL MOVIE POSTERS 1940-1980 VOL. 2: OVER 225 Movie Posters, Lobby Cards And Movies Stills Of BAD GIRLS And WICKED WOMEN  
BAD GIRL MOVIE POSTERS 1940-1980: OVER 225 Movie Posters, Lobby Cards And Movies Stills Of BAD GIRLS And WICKED WOMEN  
The Shredded Chef: 120 Recipes for Building Muscle, Getting Lean, and Staying Healthy (Second Edition)(The Build Healthy Muscle Series)  
The Ultimate

Guide To Vegan Bodybuilding & Nutrition: How To Build Muscle With A Vegan Life Style, Eating Your Favorite Food (Vegan Bodybuilding, Vegan ... Smoothies, Vegan Lifestyle, Vegan muscle)  
CARDIO SUCKS: The Simple Science of Losing Fat Fast...Not Muscle (The Build Muscle, Get Lean, and Stay Healthy Series Book 4)  
Weight Training: Muscle by Science: Your Simple Guide to Building a Muscular and Powerful Body (Build Muscle, Get Stronger, Workout, Gain Mass, Build Size, Gym, Weight Lifting, Exercise, Fitness)  
Daniels and Worthingham's Muscle Testing: Techniques of Manual Examination, 8e (Daniels & Worthington's Muscle Testing (Hislop))  
Ultramodern Nutrition for Squash Teachers: Teaching Your Students Advanced RMR Techniques to Improve Hand Speed, Reduce Muscle Soreness, and Accelerate Muscle Recovery

[Dmca](#)