

Muscle, Smoke, and Mirrors: Volume I

By Randy Roach

Authorhouse. Paperback. Condition: New. 584 pages. Dimensions: 8.9in. x 6.0in. x 1.7in. The research for this extensive, two volume project. . represents a comprehensive effort to establish a complete context from which the sport and nbsp; of bodybuilding arose. Muscle, Smoke and amp; Mirrors is the rise and fall of what was truly once an extraordinary discipline associated with a term known as Physical Culture. and nbsp; Experience what bodybuilding was originally and learn just exactly what and nbsp; Physical Culture really is. See what growing philanthropic power flexed its financial and political muscles to foster its corporate agenda, compromising human health internationally. Read how the merger of technology and politics culminated in the and nbsp; industrialization, commercialization, federalization, internationalization and finally the STERILIZATION of a nations food supply, rendering it suspect not only to the general public; but also to the most elite of athletes. Whether you are a novice, an elite bodybuilder or simply sports-nutrition minded, learn how the emerging forces of the Iron Game evolved. Ultimately, and nbsp; the factions of this industry would grow powerful and manipulative while fighting for control over the Game. It took the running of several parallel histories on bodybuilding, nutrition, supplements and...



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