

“FANTASTIC! An ABSOLUTE MUST READ!

The book literally changed the direction and purpose of my radio program!”

**-Carl Lanore,
Syndicated Radio Talk Show Host**

Superhumanradio

“UNBELIEVABLY EXTENSIVE RESEARCH!

I’m assuming this will become a seminal research volume.”

**-David Epstein,
Sports Journalist**

Sports Illustrated

Muscle, Smoke & Mirrors

Volume I

From the simplicity of the Iron Game to the dawning of a mega-fitness industry
The birth of Bodybuilding and its amazing nutritional origins



By
Randy Roach

Foreword by Mauro Di Pasquale, MD

“Today’s universal obsession with a tight athletic body and performance can be traced back to bodybuilding. In fact what we’re going through today was conceived and delivered many decades ago in a sport that is so cutting edge that it took the world almost a century to catch up. Just how it all evolved is fascinating and spellbinding. Randy Roach is the ultimate historian, combining extensive research and interviews with both his vast knowledge of the sport and his obvious writing talent. The result is a book that brings history to life and manages to be both informative and entertaining. Once you start to read this book, even though it’s almost 600 pages long, you’ll find it difficult to put down.”

-Mauro Di Pasquale, MD

***Author of the recent “Amino Acids and
Proteins for the Athlete”***

On the recommendation from faculty of the University of Texas, the 562 page Volume I of “Muscle, Smoke & Mirrors” will be submitted to the North American Society for Sports History where it will be reviewed for use as an academic text book.



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To contact the author and to read a complimentary Foreword, Preface, Introduction and Table of Contents, visit www.randyroach.ca You may also contact Randy Roach directly at 1-877-746-9100 or 519-746-4700 or randy@randyroach.ca

How can this AMAZING resource benefit you? Read on...

A Valuable Resource... And a ZERO-risk Business Opportunity!

What is “Muscle, Smoke & Mirrors?”

Volume I of “Muscle, Smoke & Mirrors” is an objective, in-depth, insightful and entertaining 562-page account of the origins of bodybuilding and the relative forces that forged the fitness industry. Six years of research unearthed a fascinating cast of characters and events that will open the eyes, stir the hearts, and actually boggle the minds of all who pursue the building of good health and body image.

A very broad historical perspective was utilized in order to bring the reader a clear picture of just how much of today’s health and image culture came from the roots of bodybuilding. This is far more than simply a chronicling of the barbell’s evolution in changing the physiques of both men and women. “Muscle, Smoke & Mirrors” is a very easy-to-read narrative that will surprise and entertain many as it reveals what the pioneers of our industry fought, engaged, championed and succumbed to over the past 100 years regarding exercise and sports nutrition.

Why is this Book for You?

The response to Volume I has been absolutely outstanding. Very enthusiastic reviews have come from both the bodybuilding/fitness industry and the alternative health care field. “Muscle, Smoke & Mirrors” is a significant asset to both your staff and clientele. It presents no hidden agendas, nor will it type-cast your health and fitness establishment into any specific ideology. The book is a solid, objective revelation of knowledge accumulated through the layered eras of our industry as it struggled to reconcile with the evolving food chemistry and equipment technologies.

“Muscle, Smoke & Mirrors” is unique and truly the first of its kind. We sincerely feel that this wealth of information should be available to all health and fitness facilities worldwide. Please see the attached “Retail Information” sheet for more on the very GENEROUS retail discounts offered by the publisher, Authorhouse.

Read the wonderful endorsements on the following page, or visit www.randyroach.ca for further reviews and to enjoy a complimentary Foreword, Preface, Introduction, and Table of Contents. Also available on the site is a taped interview with Carl Lanore of Superhumanradio where we discuss why “Muscle, Smoke & Mirrors” should be made known to all health and exercise enthusiasts.

Please feel free to contact me directly at 1-877-746-9100 (North America) or 1-519-746-4700 or email me at randy@randyroach.ca.

Muscle, Smoke & Mirrors

“WOW! Your book is fantastic! I've never read a more in-depth, encyclopedic, riveting work on the iron game. Well done! I can't wait for the next volume.”

- Dr. Joe Vitale,
Star of “The Secret”
Author of "The Attractor Factor"

“I cannot fully express to you how much I appreciate the Herculean effort it took to create what is a seminal work in our world. You have single-handedly preserved a huge chunk of our collective history. Your vision, tenacity, hard work and love for all of it is just fantastic. I am in awe of your accomplishment and eagerly await Vol.#2.”

- John Balik,
Publisher, *Iron Man* magazine

“In what may be the most exhaustive look yet at bodybuilding's long and winding history, Muscle, Smoke & Mirrors: Volume 1, weighs in at an encyclopedic 562 pages, each meticulously researched and engagingly written. I've only just received my review copy and am both astounded and impressed by the scope of Randy's project.”

- Shawn Perine,
Flex Magazine

“Randy Roach has written an absolute gem in Muscle, Smoke and Mirrors, his history of the nutritional origins of bodybuilding. Highly entertaining, erudite, and right on in its incredible insights into fundamental nutritional wisdom, you'll find this fascinating book invaluable in building not only muscles and fitness but also lasting health. If you work out, get this book today and read it - it will change your life.”

- Ron Schmid, ND,
Author of "Traditional Foods Are Your Best Medicine" and "The Untold Story of Milk"

“This book is so well written and researched that it deserves to be a University text book for nutritionists, exercise physiologists, and physical educators. What I particularly liked about it, is that Randy blends the knowledge of many sciences to explain the evolution of nutrition/supplementation through the bodybuilding movement, from anthropology to Dr. Hawkins's mapping of human consciousness. It also pleased me enormously to see finally in print, much credit given to Dr. Mauro Di Pasquale's contribution to the nutrition world. Paradoxically, it is written by a blind man that brings a bright light to the facts and events that built the nutrition industry. A thousand thanks for a brilliant work of art and science.”

- Charles Poliquin,
Strength coach and author.

“Absolutely fantastic! More than the bottom line! A compendium! This is the best book EVER written on Physical Culture and nutrition. A MUST read!”

- Bob Green,
Industry writer

“I was asked to teach a course on physical Culture and bodybuilding 101 and I would definitely use "Muscle, Smoke & Mirrors" as a class text book. What else can I say; it's brilliant, he's nailed it!”

- Bob Gajda, Ph.D.

Retail Information

"Muscle, Smoke & Mirrors"

Authorhouse, the publisher, is issuing a very generous discount for anyone wishing to carry *Volume I* of "Muscle, Smoke & Mirrors" for retail merchandising.

Waving any unrealistic minimum orders, they are offering up to 48% discounting on any book purchases. A returnability clause has been put in place that will protect you from the unlikelyhood of unsold books.

The Authorhouse online store currently sells the hard cover version of "Muscle, Smoke & Mirrors" at US\$67.95, with the soft cover going for \$57.95. The suggested retail price at your end is \$69.95 for hard and US\$59.95 for soft.

With the discount that you will be receiving, there is obviously room for this price to drop a certain degree. However, we would like to emphasize that this is a 562 page work that took a number of years to produce. We are looking for retailers who will respect its perceived value. A retail price of US\$59.95 for hard cover and US\$49.95 soft cover is a fair price for a book of this magnitude. However, the discretion is yours entirely.

An affiliate program offering drop-off shipping is also available through Authorhouse. Their contact is:

Jill Weimer
jweimer@authorhouse.com
(888) 519-5121
Ext: 5383.