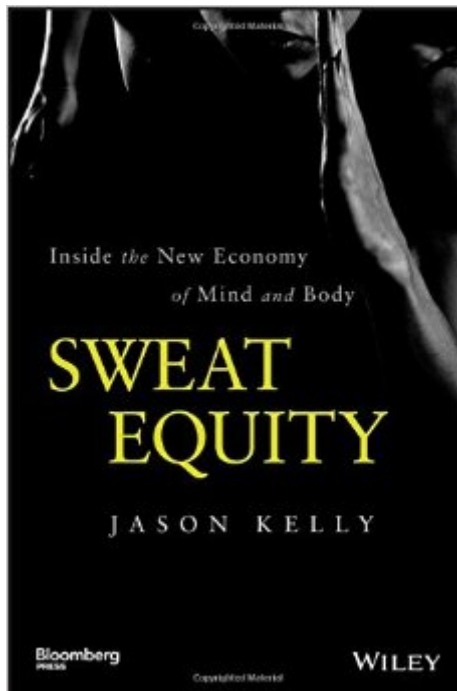


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# Sweat Equity: Inside The New Economy Of Mind And Body (Bloomberg)



## Synopsis

Go inside the trend that spawned a multi-billion dollar industry for the top five percent. Sweat Equity goes inside the multibillion dollar trend toward endurance sports and fitness to discover who's driving it, who's paying for it, and who's profiting. Bloomberg's Jason Kelly, author of *The New Tycoons*, profiles the participants, entrepreneurs, and investors at the center of this movement, exploring this phenomenon in which a surge of people—led by the most affluent—are becoming increasingly obsessed with looking and feeling better. Through in-depth looks inside companies and events from New York Road Runners to Tough Mudder and Ironman, Kelly profiles the companies and people aiming to meet the demands of these consumers, and the traits and strategies that made them so successful. In a modern world filled with anxiety, pressure, and competition, people are spending more time and money than ever before to soothe their minds and tone their bodies, sometimes pushing themselves to the most extreme limits. Even as obesity rates hit an all-time high, the most financially successful among us are collectively spending billions each year on apparel, gear, and entry fees. Sweat Equity charts the rise of the movement, through the eyes of competitors and the companies that serve them. Through conversations with businesspeople, many driven by their own fitness obsessions, and first-hand accounts of the sports themselves, Kelly delves into how the movement is taking shape. Understand the social science, physics, and economics of our desire to pursue activities like endurance sports and yoga. Get to know the endurance business's target demographics. Learn how distance running—once a fringe hobby—became a multibillion dollar enterprise fueled by private equity. Understand how different generations pursue fitness and how fast-growing companies sell to them. The opportunity to run, swim, and crawl in the mud is resonating with more and more of us, as sports once considered extreme become mainstream. As Baby Boomers seek to stay fit and Millennials search for meaning in a hyperconnected world, the demand for the race bib is outstripping supply, even as the cost to participate escalates. Sweat Equity, through the stories of men and women inside the most influential races and companies, goes to the heart of the movement where mind, body, and big money collide.

## Book Information

Series: Bloomberg

Hardcover: 240 pages

Publisher: Bloomberg Press; 1 edition (April 25, 2016)

Language: English

ISBN-10: 1118914597

ISBN-13: 978-1118914595

Product Dimensions: 6.4 x 0.9 x 9.3 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (8 customer reviews)

Best Sellers Rank: #49,771 in Books (See Top 100 in Books) #4 in [Books > Business & Money > Finance > Corporate Finance > Private Equity](#) #11 in [Books > Business & Money > Industries > Sports & Entertainment > Sports](#) #24 in [Books > Sports & Outdoors > Extreme Sports](#)

## Customer Reviews

Recently on a leisurely 10k, I spotted a runner in grey, baggy sweatpants, reminding me of the sports gear of my youth. I was reflecting on the contrast between this man and my Lycra-clad friends who gather several times weekly for group runs, bike rides, and triathlon training. It seems like many of my on- and offline conversations with friends over the week were about races and training, where in my youth, one exercised in gym class. Now, it's a lifestyle. The next day, I started reading *Sweat Equity*. I could not put Jason Kelly's book down. He uncovers the evolution of the fitness industry with a behind-the-scenes look at the "money" men and women who are in part propelling the business of personal fitness - its locations, events and accessories. Kelly is a gifted storyteller who links the personal passions of his interview subjects with a new "third place" where fitness and leisure dwell and thrive. He makes the sometimes perplexing business of private equity understandable for the lay person - without condescending or compromising the substance. Whether you're a Color Runner, Ironman or Tough Mudder, you'll enjoy this well-executed examination of the business of fitness.

I'm embarrassed to say, but I rarely get through an entire book. However, I read this entire book in 2 days! As an athlete who has tried many of the workouts/trends mentioned in this book, I found the background and insights fascinating. I am not a business person, but also found myself engaged by that aspect of the book. I highly recommend this book to athletes and non-athletes alike. It quickly engages you and the keen insights keep you interested throughout. A great book that could not have come out at a better time, given society's current focus on the many competing fitness trends. I look forward to seeing what subject Jason Kelly tackles next!

Was hoping to read more about the boom in power sports and crossfit. Nothing about weightlifting

and very little on crossfit which I expected to read more about. As someone that does it, I know I spend lots of money for the sport and know lots of others that do the same. But overall good read and learned some great nuggets.

Having read nothing before on the fitness industry but having been a participant for so many years - it opened my eyes to a whole new view of this fascinating lifestyle and industry.

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