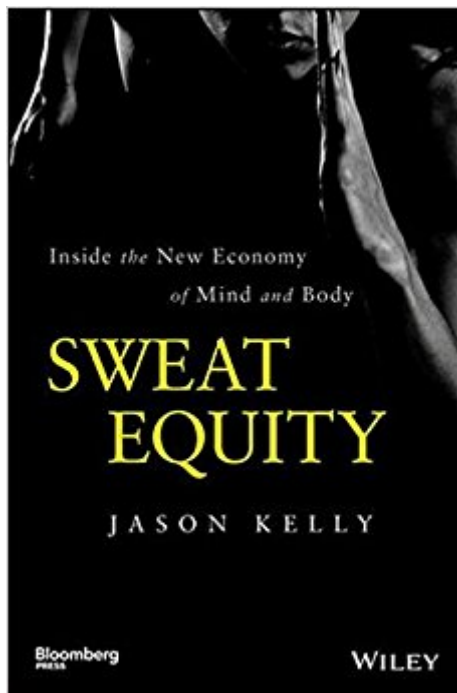




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Sweat Equity: Inside The New Economy Of Mind And Body (Bloomberg)



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.

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Customer Reviews

If you're looking for a book that will expand your knowledge and understanding of the growth of endurance sport from a brand new perspective; you'll thoroughly enjoy this. We definitely enjoyed it! (Triradar.com, July 2016)

In a modern world filled with anxiety, pressure, and competition, a growing number of people are spending more time and money than ever before to soothe their minds and tone their bodies. An entire economy worth billions of dollars per year in apparel, gear, and entry fees has formed around their pursuit of wellness. *Sweat Equity* charts the rise of the movement, through the eyes of competitors and the companies that serve 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, Baby Boomers seek to stay fit, and Millennials search for meaning in a hyper-connected world. Jason Kelly, whose seminal *The New Tycoons* unveiled the secretive and powerful world of private equity, turns his sights to the business of sweat. Through intimate, in-depth conversations with the men and women inside the most influential races and companies in the fitness-obsessed economy, you see firsthand how the movement is taking shape and where it's headed. Every chapter unfolds in a dynamic narrative highlighted with behind-the-scenes insight and illuminating facts that reveal who these highly motivated, health-addicted people are and how much money is at stake. Whether it's the president of Motorola gutting out an Ironman ahead of the most important presentation of his corporate life, a marathon-running movie star looking for a new way to raise money for charity, or an injured former professional wrestler who discovers passion and profit in yoga, Kelly weaves together the stories of companies from Equinox to Lululemon. Fresh faces enter the market every day to take a shot at becoming the next lasting trend, and this practical resource shares invaluable revelations about what's a passing fancy and what's a lasting trend.

Whether you want to raise money for profit or charity, learn about like-minded people, or find an exciting market to invest in, Sweat Equity will thrill you and inspire you to take your next step.

I am reading the kindle version and listening to the audible when I go for a run. I really enjoy the audio version. The prose seems suitable for audio and the narrator has a pleasant speaking voice. The story is very interesting, tracking the fitness trend as it relates to the financial industry. The author touches on trends in fitness and how it affects other products - clothing, food, events (e.g., marathons), charities, etc. He also discusses the behavioral trend - a high percentage of CEO's/Execs are into distance competition and how this affects their investment choices; and how that group has traded cigars and steaks for the Ironman competition. I'm pretty sure it's the only book of its kind.

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.

Sweat Equity is an illuminating tour through the burgeoning and diversifying world of fitness and the private equity driving it. If you are interested in either of these subjects, you will receive an instructive account certainly worth the read. If you happen to be interested in both subjects, the book is hard to put down. (Except of course to go log a few miles or hit the gym, which you will inevitably feel compelled to do.) Kelly sprinkles personal anecdotes throughout the book along with entertaining interviews of the major players making it all happen. It's a highly enjoyable and smooth read. I recommend it.

Great book for those in the industry, use the industry, that is exercise or want to learn about the business side of the industry. Learn why some exercise clubs/studios make it an other do not.

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.

Interesting read. Some factual mistakes and lack of research keep it from being a must read.

This book has something for every gym rat and Wall Streeter. Kelly does a masterful job of teaching while keeping the reader entertained.

One of the best books I've enjoyed this year!

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