

# SPORTS MEDICINE AND EXERCISE SCIENCE IN VIDEO



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Imagine *reading* about palpation of the cervical spine versus *watching* a head athletic trainer perform and explain the process in vivid, high-quality video. Which is likely to result in better student comprehension and retention? Streaming video is a powerful tool for the study of sports medicine and exercise science.



Alexander Street's *Sports Medicine and Exercise Science in Video* is designed for both graduate and undergraduate programs. The series boasts:

#### **Exclusive Unique Content**

Expert lectures and practical demonstrations showcase thousands of skills and techniques.

#### **The Most Comprehensive Coverage**

Including 1500 hours of video, this comprehensive resource contains essential topics such as athletic training, health promotion, physical education, kinesiology/human movement, exercise physiology, nutritional science, sports medicine, sports science, and physical therapy.

#### **The Highest Quality Material**

Content in the collection is approved for educational use by several prestigious professional organizations, including the American College of Sports Medicine, the National Athletic Trainers Association, the American Medical Society for Sports Medicine, the American Council on Exercise, the National Strength and Conditioning Association, and the Medical Fitness Association.

### **Sports Medicine and Exercise Science in Video: Volume I**

This volume contains over 650 titles—750 hours of high quality content. Eighty percent of the collection was produced between 2009 and 2012, and more than half of the titles feature the latest demonstrations of procedures, techniques, and skills. Highlights include *Move to Improve*, the series developed by Healthy Learning and the YMCA that demonstrates movement and exercise training techniques, class management and design, and motivation, and the majority of Healthy Learning.

### **Sports Medicine and Exercise Science in Video: Volume II**

Purchasers of the second volume receive 750 hours of the latest, most topical content as well as future updates until the end of 2017. When complete, about seventy percent of the coverage will be post-2010. In addition to updating the topical coverage of *Volume I*, this volume addresses new developments in the field and includes twenty-four unique and highly valuable respiratory health titles created exclusively for this collection.

**NEW**

### **Teaching power**

All of the videos in the collection are thoroughly indexed and transcribed, allowing users to find content by subject, clinician expertise, patient details, methodologies, diagnoses, and other search criteria. Advanced features such as static URLs, synchronized transcripts, and clip-making tools let users easily share, cite, and annotate content. For the first time, video can be integrated into coursework as easily as text.

### **Expertise**

The series includes material from over 800 internationally renowned physicians, exercise scientists, certified athletic trainers, physical therapists, registered dietitians, sport psychologists, personal trainers, and health and wellness experts who share information, ideas, and insights on the principles, techniques, and modalities of modern exercise science and sports medicine.

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