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CLINICAL MASSAGE THERAPY

A STRUCTURAL APPROACH TO PAIN MANAGEMENT

Pearson Higher Ed This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. **CLINICAL MASSAGE THERAPY, 1/e** teaches effective therapeutic massage techniques that can prevent or eliminate multifaceted pain conditions, including chronic pain, sports injuries, and structural imbalance. Its unique 12-step approach focuses on treating specific conditions with techniques based on structural balance, bridging all touch therapy disciplines, and offering a new model for massage training. Detailed color illustrations reveal underlying pathologies, and flowcharts explain treatment steps. Massage students learn from Body Maps; Expert Opinion features; precautionary Alerts; clear Body Mechanics instructions; case studies, review questions, and a complete glossary. The text's multimodal and multidisciplinary approach makes it equally valuable to physical and occupational therapists, trainers, chiropractors, osteopaths, nurses, manipulative therapists, and physicians.

A MASSAGE THERAPIST'S GUIDE TO BUSINESS

This reader-friendly guide encourages students to master the essential business skills needed to develop themselves as massage therapy professionals. Whether they are interested in running their own business or working as an employee or business partner in a business, this book covers everything students need to know, from starting a business to managing finances to implementing policies and procedures. Relying on a "driving" theme that enforces how developing a massage business is a journey, the book includes several unique features, such as: --Roadside Assistance, where the author provides practical, hands-on advice from her own experience--My Personal Journey, which includes tools to help students document their own journey --Humorous cartoons to support a fun tone while clearly illustrating the author's recommendations for handling key business situations"

THE ETHICS OF TOUCH

THE HANDS-ON PRACTITIONER'S GUIDE TO CREATING A PROFESSIONAL, SAFE, AND ENDURING PRACTICE

Sohnen-Moe Assoc In this groundbreaking work on ethics, Ben Benjamin and Cherie Sohnen-Moe directly address the difficult, confusing, and seldom-discussed-but-often-troubling dilemmas confronting touch therapy practitioners. By honestly describing the issues, identifying clear principles, naming specific resources and using stories straight from the treatment room, they have written a book to guide, support and inspire both students and seasoned practitioners. Reflective exercises and questions allow the reader to personalize each chapter. With love and respect for the field and for clients everywhere, Dr. Benjamin and Ms. Sohnen-Moe articulate high expectations and outline practical steps to meet them. This book belongs in the office of every somatic practitioner and in the classrooms of every professional training school. The Ethics of Touch has sold 60,000 copies, and is recommended by more than 750 healing arts associations and schools. Over 250 schools require it as a text. The first edition of The Ethics of Touch was five years in the making. The second edition is significantly revised with additional and updated material, and new chapters. It is a collaborative endeavor of many knowledgeable, caring, and articulate

professionals. Most massage therapists, bodyworkers, chiropractors, acupuncturists, physical therapists, and other somatic practitioners do not receive adequate ethics training in school. This book supports hands-on professionals in expanding their knowledge about the field of ethics, to better manage boundaries, and to run ethical practices. Changes to the Second Edition: New chapters on "Communications Techniques and Strategies" and "The Team Approach" Updated Web links throughout Inclusion of Topics and Key Terms in each chapter Glossary with definitions of all the Key Terms on the chapter opener pages Additional scenarios Additional charts, tables, and figures

FUNCTIONAL ASSESSMENT IN MASSAGE THERAPY

Orthopedic Massage Education &

BUSINESS MASTERY

A GUIDE FOR CREATING A FULFILLING, THRIVING BUSINESS AND KEEPING IT SUCCESSFUL

Sohnen-Moe Assoc This best-selling business manual for wellness practitioners covers the major aspects of building and maintaining a successful practice. The all-new Fourth Edition is completely updated and includes information about how to effectively negotiate, keep up with the latest research, deal with difficult clients, increase career longevity, and attract first clients. Practical tools and tips teach how to market skills, work smarter, develop alliances through networking, fine-tune communication skills, and increase profits. This text is perfect for both practicing body workers and students as the road map that helps navigate the way to a highly successful and enjoyable career.

RETAIL MASTERY

THE HANDBOOK FOR MASSAGE AND BODYWORK PRACTITIONERS

DYNAMIC BODY

EXPLORING FORM, EXPANDING FUNCTION

"The Dynamic Body textbook seeks to reflect current understanding and knowledge from innovators and leaders in biomechanics, fascial anatomy, functional movement, and manipulative therapy. Their work has invoked a renewed passion for an integrated clinical model that reinforces the inherent partnership of human structure and function. Working closely with individuals of this caliber over the years has been my reward." -- Erik Dalton website.