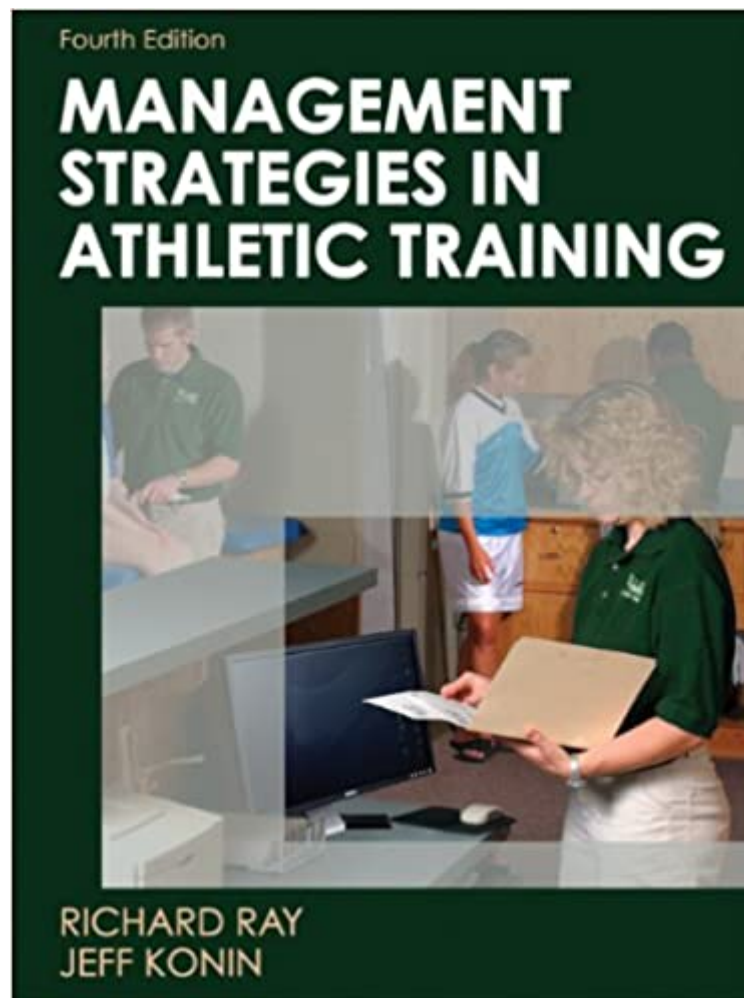




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Management Strategies In Athletic Training-4th Edition (Athletic Training Education)



Synopsis

Management Strategies in Athletic Training, Fourth Edition, helps current and future athletic trainers deal creatively with the management challenges they will face on the job. Like the previous editions, the fourth edition uses a unique case-study approach in teaching students the theories of organization and administration and their applications to real-world situations in the profession of athletic training. The text, part of Human Kinetics's™ Athletic Training Education Series, is an excellent resource for building comprehensive knowledge of management theory as well as the problem-solving skills to put it to practical use. The book's™ organization strategies can also be applied beyond athletic training to a variety of fields related to sports medicine, making it a valuable resource for any sports medicine professional. Management Strategies in Athletic Training, Fourth Edition, has been significantly improved to align with the Health Care Administration portion of the National Athletic Trainers'™ Association (NATA) Role Delineation Study. With extensive updates and new information, the fourth edition emphasizes the practice of evidence-based medicine and offers 18 new sections of material that include the following:

- Health care financial management
- Injury surveillance systems
- Advances in patient charting
- Cultural awareness
- Marketing a sports medicine practice
- OSHA requirements for health care facilities

Designed to encourage critical thinking, the fourth edition of Management Strategies in Athletic Training opens and closes each chapter with realistic and fascinating case studies presenting real-world dilemmas faced by athletic trainers. A series of questions at the end of these scenarios challenge students to analyze and apply the principles in the chapters to solve the hypothetical situations and ultimately prepare them for the kinds of problems they will face from day to day as professionals. To support learning, the text includes tools such as chapter objectives, key terms, and review statements as well as sample administrative forms that readers can both study and adapt to their own work situations. Special elements and appendixes provide direction for deeper study by referring students to Internet resources, other Athletic Training Education Series texts, sample forms for analysis of athletic training programs, and material on regulations and ethics in athletic training. In addition, the fourth edition covers new material that students will find helpful as they embark on their athletic training careers, such as compensation, tips for finding a job, and negotiating skills for accepting a job. For instructors, an ancillary package consisting of an instructor guide, test bank, and new image bank will aid in course development. Loaded with additional case studies, course projects, chapter worksheets, and a sample course syllabus, these materials can be used for organizing classes, testing students'™ knowledge, and creating exciting learning experiences.

Book Information

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Customer Reviews

"[This text] covers current topics in a practical manner that makes it easy for athletic trainers to apply them to their daily work. It is an easy-to-read book with good real-life examples."

Doody's Book Review (4-star review) • "The text is surprisingly engaging, easily readable and certainly achieves the stated purpose" • Journal of Orthopaedic & Sports Physical Therapy (review of third edition) • "This is the only source athletic trainers can turn to for a comprehensive body of knowledge in management theory and practice." • The Park & Recreation Trades (review of second edition) • "the content is practical, useful, comprehensive, and easily applied." • Journal of Orthopaedic & Sports Physical Therapy (JOSPT) (review of third edition)

Richard Ray, EdD, ATC, is provost and professor of kinesiology at Hope College in Holland, Michigan. A recognized leader in the field of athletic training, he is a practicing administrator who is responsible for 400 employees and the author of the popular texts *Case Studies in Athletic Training Administration* and *Counseling in Sports Medicine*. He is also a former editor of the journal *Athletic Therapy Today* and associate editor of the *Journal of Athletic Training*. Ray is a member of the NATA Research and Education Foundations Board of Directors. He was chair of the National Athletic Trainers' Association (NATA) Education Task Force and the Nomenclature Task Force. He is a member and former president of both the Great Lakes Athletic Trainers' Association

(GLATA) and the Michigan Athletic Trainersâ™ Society (MATS). Ray was named to the Educational Advisory Board of the Gatorade Sport Science Institute in 1993 and the MATS Hall of Fame in 1999. He was inducted into the NATA Hall of Fame in 2006 and received the 2004 Most Distinguished Athletic Trainer Award and the 2001 Sayers Miller Outstanding Educator Award from the NATA. Ray received his EdD in educational leadership, as well as a masterâ™s degree in physical education, from Western Michigan University. Jeff Konin, PhD, ATC, PT, FACSM, FNATA, is associate professor and vice chair of the department of orthopaedics and sports medicine at the University of South Florida (USF). At USF, he also serves as the executive director of the Sports Medicine & Athletic Related Trauma (SMART) Institute, a community outreach program with a mission of promoting safety in sports. Konin is a founder and partner of the Rehberg Konin Group, which provides scientific investigation, research, and litigation support services for incidents involving sports and physical activity. He is the author of textbooks including Clinical Athletic Training, Special Tests for Orthopedic Examination, Documentation for Athletic Training, and Reimbursement for Athletic Training. Konin is a fellow of both the National Athletic Trainersâ™ Association (NATA) and the American College of Sports Medicine (ACSM). He is a recipient of the NATA Service Award (2008), the NATA Continuing Education Excellence Award (2008), the Southeast Athletic Trainersâ™ Association Education/Administration Athletic Trainer of the Year Award (2010), and the NATA Most Distinguished Athlete Trainer Award (2011). Konin received his PhD in physical therapy from Nova Southeastern University, a master of physical therapy from the University of Delaware, master of education from the University of Virginia, and a bachelor of science from Eastern Connecticut State University.

This book is super relative to my career and it shows a different side of athletic training that normally doesn't get talked about.

It's a text book. I only bought it because I had to and nothing more. It got me through the class and had some helpful information but other than that it is exactly what it is, "a text book"

Exactly what I need for class.

I bought this book for my daughter. She is majoring in Athletic Training. The cost of this book was significantly cheaper than at her college book store.

Very helpful. Book referenced a lot on BOC practice tests purchased through accreditation board.
Easy to understand and helpful charts

Great condition

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