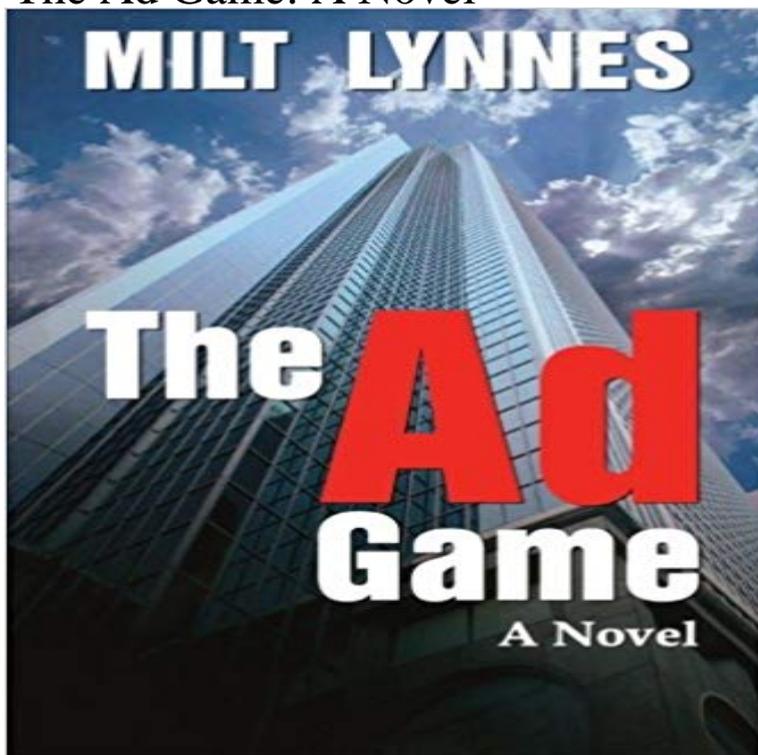


## The Ad Game: A Novel



**NEW REVISED EDITION** A fast moving novel of a fierce corporate power struggle set during seven days in the relentless world of an advertising agency. Will Raffensberger, ad agency CEO, dies suddenly. He leaves behind a firm on the edge of bankruptcy. What he doesn't leave is a succession plan. An ensuing power struggle pits the veteran number two executive against three young guns holding the reins of the business. While the contenders jockey for position, they also grapple with the daily pressures and intrigue of the ad game, a landscape reminiscent of the television series *Mad Men*. The leadership struggle culminates in a boardroom clash with a surprising outcome.

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1. Guidance on achieving your goals
2. Instruction about fundamental nutrition, cardio and bodybuilding
3. Each week a reason to appear at the gym
4. Accountability
5. Methods to assist monitor your improvement

[What is a Program Like?](#) Each session typically lasts about an hour. The first meeting is dedicated to assessing body measurements, fitness level, health and workout background and goals. Be ready to step on the scale, have your body fat measured and answer questions that were particular about your goals. After this, you'll spend each session performing cardiovascular exercise, weight-training, flexibility or other activities depending on what your aims are. Your trainer will show you give you tips for getting the most out of each workout, enable you to determine how much weight to use and just how to do the exercises. [What to try to find In a Personal Trainer](#)

1. Education: A personal trainer should be accredited through a recognised personal training organization. The more education your trainer has, the better your workouts will be, although a workout science or other related college degree isn't crucial.
2. CPR: your coach should have an updated qualification in CPR and/or firstaid.
3. Experience: Make sure your trainer has expertise, particularly with regards to your goals. As an example, if you are a bodybuilder, you want some body educated in that area.
4. Details: If you've got a particular clinical issue, injury or illness (such as being pregnant, difficulty becoming pregnant, heart troubles, diabetes, etc.) ensure your trainer has education in these fields and communicate with your doctor.
5. A good-listener: A good trainer ensure he comprehends your aims and should listen carefully to what you say.
6. Attention: A good trainer should be targeted only during your sessions on you.
7. Monitoring improvement: A great coach will often assess your progress and alter things if necessary.

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