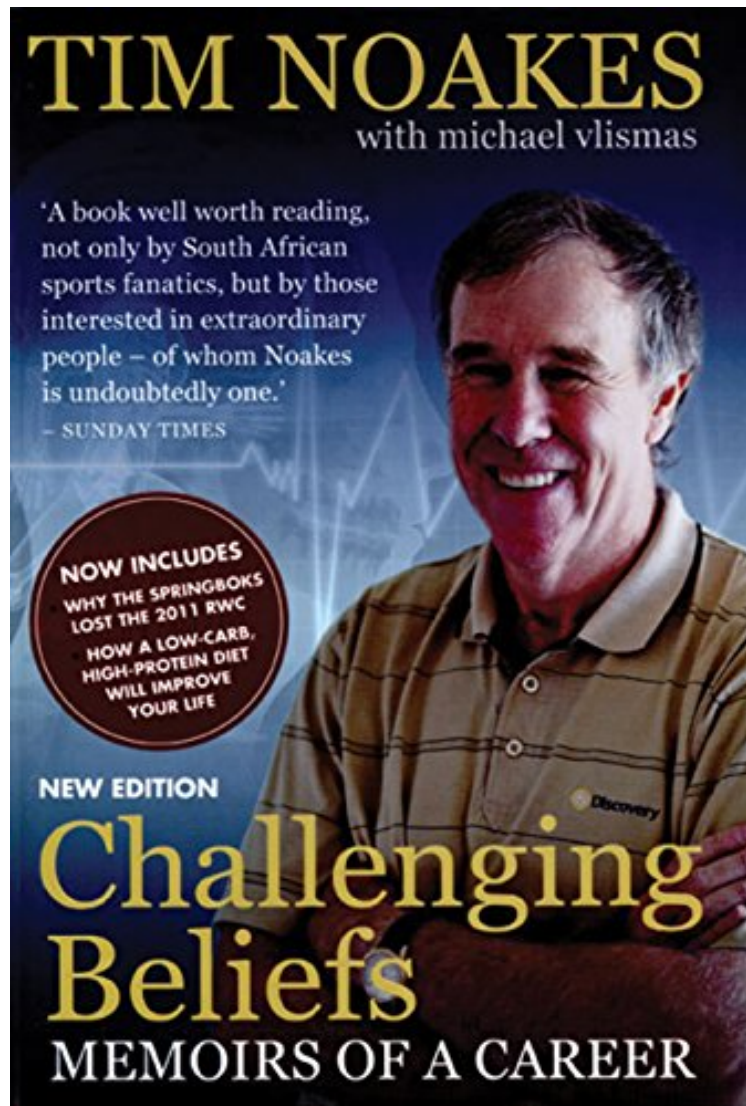


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Challenging Beliefs: Memoirs of a Career

Tim Noakes

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Tim Noakes : Challenging Beliefs: Memoirs of a Career before purchasing it in order to gauge whether or not it would be worth my time, and all praised Challenging Beliefs: Memoirs of a Career:

13 of 13 people found the following review helpful. loved it! By Aaron R. Olson Reading Tim Noakes' book was such a joy. I like his ability to challenge accepted beliefs. He has a knack for picking apart conventional beliefs to see if they are true. If you enjoyed Lore of Running, you will like this book. In it he goes through his latest research on nutrition and hydration needs of endurance athletes. You may be shocked as I was to find out that you don't need all those salt tablets during a marathon, that muscle cramps are not caused by a lack of sodium in the body, and that dehydration

does not cause heatstroke. 0 of 0 people found the following review helpful. Highly Recommend! By mom of manyHello. An overcomer is always worth reading about, and tim Noakes is a modern cowboy scientist if I ever read of one. The writing is really good. No foul language (which seems to be popular in modern books), and lots of life-changing wisdom along the way. Highly recommend! 0 of 0 people found the following review helpful. Great Read... Honest, Caring, Ethical Doctor/Author By GPExcellent read! Amazing to hear the truth from a true insider. Have to appreciate someone willing to step up to the plate and state that they were wrong (right along with most of conventional medicine) when it comes to understanding diet's impact on our health and longevity. I enjoyed this book a lot. It reinforced a lot of what I already knew was going on inside of medicine and medical research. But I also learned a lot too. Dr. Noakes is very intelligent and more importantly, has his heart in the right place. He was obviously motivated to become a doctor because of a sincere desire to help humanity get and stay well. Fortunately, he has never lost sight of this despite an long and distinguished career. It quickly becomes clear as you read this book that he is not motivated by greed or a lust for the biggest house on the block. He sincerely sets his medical research path via objective science and not personal financial gain. Gotta respect someone for that in this age of "Me, Me, Me." Read this book. It will change the way you look at medicine and science.

This updated edition contains additional material, including a ground-breaking chapter on the life-changing benefits of a high-protein, low-carbohydrate diet, and a fascinating explanation of why the Springboks did not win the 2011 Rugby World Cup! Tim Noakes is the world's leading authority on the science behind sport. Through a lifetime of research, he has developed key scientific concepts in sport that have not only redefined the way elite athletes and teams approach their professions, but challenged conventional global thinking in these areas. In this new and updated edition of *Challenging Beliefs*, Noakes gives his views on everything from overtraining, banned substances and the dangers of rugby to the sports-drink industry, and children and sport, debunking a few sporting myths in the process. Stories and case studies of the teams and athletes with whom he has worked are also included. In providing an intimate look at the golden threads running through Noakes's life and career, this truly fascinating book reveals the groundbreaking theories and principles generated by one of the greatest minds in the history of sports science.

This memoir by influential exercise physiologist Tim Noakes provides a look back at the eventful career of this exercise innovator and highlights his contributions to several areas of sports medicine. Topics discussed include new theories on the science of hydration, Noakes' work on rugby safety, cricket analysis, and his theories on the brain as the central governor of exercise capabilities. The material includes numerous illustrations including a collection of color plates. The work is co-written with South African freelance sports writer Michael Vlismas. (Reference and Research Book News) About the Author TIM NOAKES is the Discovery Health professor of exercise and sports science at the University of Cape Town (UCT), as well as co-founder and director of the Medical Research Council/UCT Research Unit for Exercise Science and Sports Medicine at the Sports Science Institute of South Africa. In 2002 he received a doctor of science degree from UCT for seminal research findings in the exercise sciences. Noakes is one of the 22 founding members of the International Olympic Committee's Olympic Science Academy and is a fellow of the American College of Sports Medicine. A veteran of over 70 marathons and ultramarathons, Noakes is the author of the award-winning *Lore of Running*.