



PÓS-GRADUAÇÃO EM:
GESTÃO, ADMINISTRAÇÃO E MARKETING PARA
ACADEMIAS E CLUBES ESPORTIVOS

Administracao E Marketing Nas Academias De Ginastica

Waldenyr Caldas



Administracao E Marketing Nas Academias De Ginastica:

Administração e marketing nas academias de ginástica José Maurício Capinussú, Lamartine Pereira da Costa, 1989

Ginástica de academia Andréa Vidal, Cibele Calvi Anic, Maria Helena Aita Kerbej, 2018-08-01 Atualmente existe uma carência de profissionais de Educação Física efetivamente habilitados para atuar na área da ginástica coletiva em academias de todo o País bem como de referências bibliográficas que abordem esse tema de modo consistente aliando bem a teoria com a prática. O livro Ginástica de academia aprendendo a ensinar busca contribuir para o preenchimento de ambas as lacunas. Para tanto descreve as diferentes modalidades coletivas de ginástica destacando os objetivos, os benefícios, os movimentos básicos, os característicos, a aplicabilidade, a estrutura e o modo de conduzir pedagogicamente cada uma delas. A sólida forma acadêmica das autoras e a sua ampla experiência prática possibilitam que esta obra sirva como base para estudantes e profissionais de Educação Física e professores acadêmicos que desejam atuar com excelência no segmento da ginástica coletiva.

The Global Private Health & Fitness Business Jerónimo García-Fernández, Pablo Gálvez-Ruiz, 2021-04-15 The Global Private Health Fitness Business shows the globalization of the health and fitness industry and its different forms of management according to different countries, the objective being to show the various business models in the fitness industry in seventeen countries around the world and explore their methods of marketing.

Gestão de serviços e marketing interno Eduardo Santiago Spiller, 2015-09-02 No atual contexto de globalização dos negócios e acirramento da competição, o setor de serviços vem apresentando taxas de crescimento anuais superiores a todos os demais da economia, exigindo especial atenção por parte das organizações e de seus integrantes. O objetivo deste livro é apresentar conceitos e princípios fundamentais da gestão de serviços e do marketing interno, indicando meios adequados para aplicar na prática as informações aqui transmitidas.

Gestão do Esporte no Brasil Leandro Carlos Mazzei, A Gestão do Esporte é um fato concreto e retratado por diversos veículos; entretanto, a ciência investiga um fator ou aspecto desse fenômeno com profundidade, definindo vários aspectos ou formas de Gestão do Esporte. A importância desta área vem aumentando principalmente em cursos de graduação de Educação Física e Esporte por meio de programas disciplinares e produções acadêmicas que envolvem a Gestão do Esporte. Por outro lado, a necessidade de uma lógica moderna de gestão no meio esportivo traz a necessidade de um aprimoramento em conhecimentos administrativos das mais diversas organizações esportivas, tendo em vista a constante pressão por resultados presente em nossa sociedade atual. A presente obra reúne capítulos que integram os conhecimentos técnicos da gestão do esporte à sua aplicação em importantes segmentos e organizações responsáveis pelo desenvolvimento do esporte no País. Principais temas: Gestão do esporte no Brasil; desafios e perspectivas; Gestão do esporte em instituições públicas e políticas públicas do esporte; Gestão de federações esportivas; Gestão de clubes esportivos; Gestão de clubes de futebol; Gestão de academias e mercado de fitness.

Organizadores: Leandro Carlos Mazzei, Flávia da Cunha Bastos, Autores: Fernando Castro Maroni, Jos Arthur Fernandes Barros, Luís Carlos Santana, Michel Fauze Mattar, Ricardo André Ferreira da Silva.

Moderna Organizacao Da Educacao Fisica E

Desportos , Histórias da Educação Física no Brasil Coriolano Pereira da Rocha Junior, Amarílio Ferreira Neto, 2025-07-22

O livro que ora se apresenta pessoa que o l resulta de um esfor o coletivo de dois grupos de pesquisa que atuam no campo da Educa o F sica o Grupo CORPO e o Grupo Proteoria O Grupo CORPO vinculado Universidade Federal da Bahia com atua o junto Faculdade de Educa o e ao Programa de P s gradua o em Educa o e o Grupo Proteoria se vincula Universidade Federal do Esp rito Santo presente no Curso de Educa o F sica e no Programa de P s gradua o em Educa o F sica mas ainda conta com a participa o de pessoas pesquisadoras de outras Institui es Esta produ o se esmera em apresentar textos resultantes de pesquisas individuais ou coletivas que tomam a rea da Hist ria em associa o s especificidades da Educa o F sica e tamb m do lazer A op o pela base hist rica adv m de uma tradi o de produ o destes dois grupos de pesquisa que atuando em duas diferentes institui es de ensino superior e em dois estados de regi es diversas do pa s t m assim balizado seus investimentos investigativos na inten o de trazer uma interpreta o e compreens o das constru es tradi es e experi ncias da Educa o F sica no Brasil Os textos que ser o lidos adiante tecem leituras acerca de objetos diversos na Educa o F sica e no lazer e por mais que sejam espec ficos as constru es te ricas permitem a quem l esta obra um panorama que abre olhares em outras realidades e mais abre um cen rio investigativo destes mesmos objetos

O pontapé inicial Waldenyr Caldas, 1990 **Karatê Esporte** Geraldo Gilberto de Paula, 1996 **Empresa Fitness** Elis Motta, 2024-07-23

Nos ltimos anos o mercado de academias de muscula o e gin stica tamb m conhecido como fitness ou wellness tem evidenciado um grande crescimento no Brasil Uma das consequ ncias desse crescimento a eleva o no n mero de academias est dios e profissionais dispon veis no mercado O crescimento da demanda dos consumidores pelo servi o das academias resultado do aumento da necessidade de o ser humano cuidar da sa de Tradicionalmente as academias e os est dios de pequeno porte s o gerenciados por profissionais de Educa o F sica que atualmente est o sendo pressionados por grandes marcas de franquias de academias lideradas por outro perfil de gestores executivos oriundos de outros neg cios com mais recursos para investir na empresa O resultado dessa mudan a de perfil de gestores que muitas academias de pequeno porte est o fechando Nesse sentido este estudo tem por objetivo apresentar conceitos gerenciais e estrat gias da rea comercial e financeira para melhorar a administra o e aumentar o sucesso de empresas fitness de pequeno porte Ao final deste estudo prop e se uma matriz de atributos de servi os e de indicadores de desempenho considerados relevantes sob a tica de gestores de academias profissionais e clientes para a melhoria do desempenho e da competitividade dessas empresas Este livro indicado para empreendedores do mercado de academias est dios e profissionais de Educa o F sica aut nomos

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