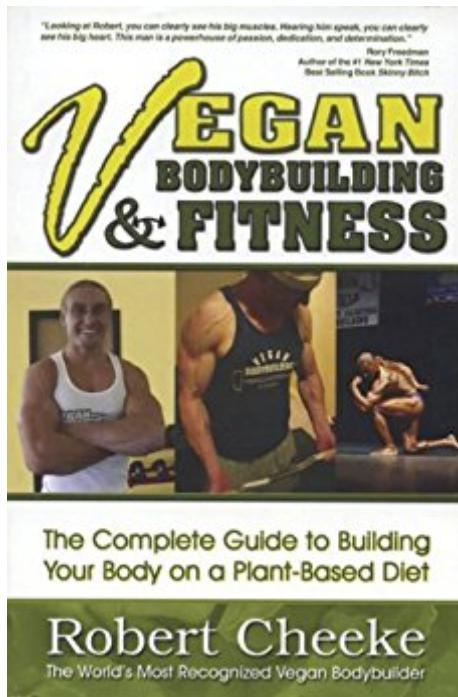


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# Vegan Body Building & Fitness



## **Synopsis**

One of the world's most recognized vegan body builders presents a comprehensive guide to building a fit body while eating a plant-based diet. Author Robert Cheeke inspires people to develop magnificent bodies. His passion for doing the most amount of good while causing the least amount of harm has inspired athletes, trainers, and anyone interested in a strong, healthy body. This title includes information on the most important things to consider in order to be a successful vegan bodybuilder including the best way to put together vegan meal programs and training regimens, how to find sponsorship and make bodybuilding a career, and where to find access to vegan products, services, and equipment. There is also advice on how to take bodybuilding beyond a personal endeavor and use it for activism and outreach.

## **Book Information**

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## **Customer Reviews**

Cheeke is a much better bodybuilder than he is a writer, and the book suffers terribly from very undisciplined and self-indulgent writing. Firstly, he talks about himself A LOT. The info you're after is in the book, but you have to wade through a lot of autobiographical guff that you're probably not very interested in. It's not that Cheeke seems like an egomaniac. Actually, he seems like a really nice guy. It's just that writing about himself is probably easier for him than writing genuinely helpful

and well-organised content, so that's what he does most of the time. A good editor would have guided him away from this, but the book clearly never touched the hands of a professional editor. The other problem with Cheeke's writing style is that he has a tendency to waffle and repeat himself. Take the following passage: "One cannot achieve anything without consistency of applied effort. The more consistent someone is, the more success they are bound to have. If you hope to put on muscle, you will have to put in the work consistently with your training and nutrition programs or you simply won't achieve what you set out to do. Success simply isn't possible if you don't adhere to consistency to see it through. It is a physiological impossibility to put on muscle without consistency in good nutrition and training programs." Good grief. That's FIVE sentences in a row that essentially say EXACTLY THE SAME THING! At least the guy's consistent, I guess, har har har. Jokes aside, this problem appears throughout the book, and pretty soon you're left with grossly inflated book that only has a couple of pamphlets' worth of real content in it. Too much bulk and not enough cut.

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