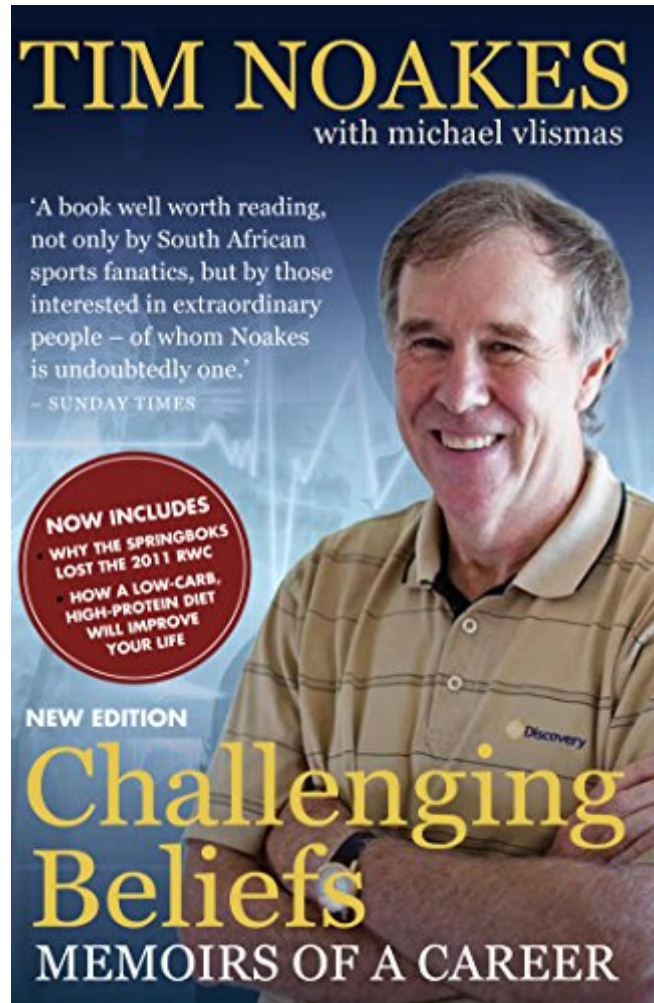


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Challenging Beliefs: Memoirs Of A Career



Synopsis

Tim Noakes is one of the world's leading authorities on the science behind sport and a successful sportsman in his own right. 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 shares his views on everything from the myths perpetuated by the sports-drink industry to the prevalence of banned substances, the need to make rugby a safer sport and the benefits of a high-protein, low-carb diet. The teams and athletes with whom Noakes has worked make fascinating backdrops to these topics, highlighting the importance of science in sport in human terms. In providing an intimate look at the golden threads running through Noakes's life and career, this remarkable book reveals the landmark theories and principles generated by one of the greatest minds in the history of sports science.

Book Information

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Customer Reviews

All serious runners have made an acquaintance with Tim Noake's opus magnum, *The Lore of Running* albeit fleetingly. But what one is not aware of is that Tim Noake's is more than merely

a writer on running propounding the sage & epiphanous thoughts of the greats whether as runners or as scientists. Instead Tim Noakeâ™s must surely rank as one of the giants of Medical Exercise Research in his own right. As well as being co-founder of the Sports Science Institute of South Africa, he is also a world renowned researcher in his own right. By adopting the path less travelled in his endeavour to establish the truth, he clashed with the titans of the medical fraternity, being ridiculed at every turn. The longest of these ongoing wars lasted an incredible 30 years before he was finally vindicated. This conflict is dealt with in the section entitled Waterlogged. Over 100 pages Tim details how he serendipitously discovered that the accepted orthodoxy â“ partly as the result of research by two eminent South Africans - that heatstroke was caused by dehydration. By confusing correlation with causation, they then made the leap that dehydration during exercise was fatal unless one drank to excess prior to becoming thirsty. They took it even further & postulated that in endurance events one had to âœwater loadâ• days in advance. They advocated drinking one litre of water per hour for days before the event. Despite having had no cases of athletes dying during marathon since its re-introduction in 1896, this maxim was readily adopted by the nascent sport. This immediately resulted in the first death on the Comrades. By chance the attending doctor in Durban decided to first test the remaining two athletesâ™ salt levels. Both were far below accepted norms.

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