

<<空间-美容、美体>>

图书基本信息

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前言

The gold rush of the UK fitness market in the mid nineties to early 2000 ' s brought a lot of players into the market and the significant expansion of major chains . One thing these chains had in common was a generic approach to branding and design that left a trail of red , white and blue signage and MDF box type designs scattered over the landscape with members crammed as tightly as possible . No longer are our target market happy with a load of machines plonked down in a room With badly laid out changing rooms that start to look tired after six months.

They want to walk in and feel that their health club reflects their choices in other areas of their life ; it should be something that makes them feel more positive just by being there and running on a treadmill might just be made that bit more bearable . Today ' s customer now casts a critical eye over the form and function of the facility key to them in their buying decision . For some it maybe the number of treadmills , for others the size of the free weights area and the pool is subject to questions now on type of disinfectant (Is it chlorine ?

Is it ozone ?

) . The layout and standard of the changing rooms are also very important (particularly in city-based clubs) and can be a secondary driver in the buying decision .

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内容概要

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作者简介

About Mhairi FitzPatrick After graduating from Glasgow University and spending 2 years in medical research Mhairi FitzPatrick decided to change careers and started in a nascent health and fitness industry in the mid eighties on the gym floor as an instructor . After a career moving up through club management she ended up as Brand Manager for Granada Health & Fitness in 1998 before leaving and co-founding ARK Leisure Management with Andy Kay in 1999 . They created a successful corporate fitness company. Contract management business over the next 7 years before taking a step up in investment terms and opening their first 37 on the south bank next to Tower Bridge in May 2006 , followed by the second 37 in Olympia , December 2007 .

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Bodies, Tokyo 37 °, London Club Sportive Haarlem, Haarlem Geelong Orthodontics, Victoria Bella Dental, Queensland Grooming Lounge, Virginia Hair Culture, Taipei Eric Paris Salon, Beijing Salon Gallerie, Nebraska Soap Treatment Store, Amsterdam Roppongi Hills Spa, Tokyo Villa Skandinavia, Rugen Takano Yuri Beauty Clinic, Tokyo SPA MTM II, Hong Kong Silver Rain a la prairie spa, Grand Cayman Han Salon de Visage, Tokyo Spa at New York Palace, Budapest Steigenberger Day Spa, Hamburg Mission Hills Spa, Shenzhen Lime Spa at Huvafen Fushi, Male Evian Spa, Shanghai ORA Dentistry Spa, California Platinum Dental Care, New South Wales Acknowledgements

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