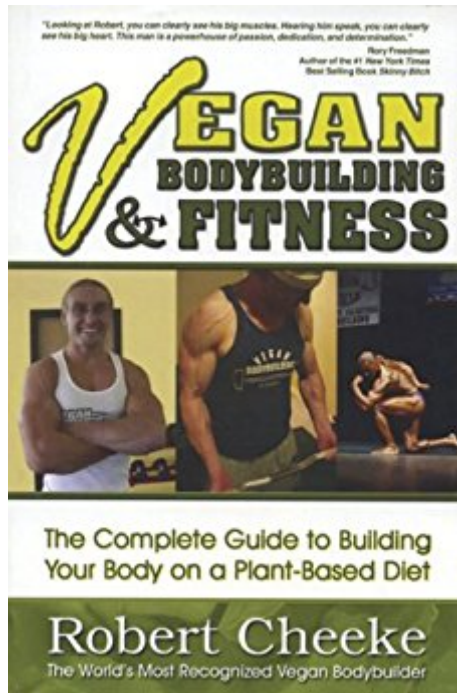




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# Vegan Body Building & Fitness



## 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. When he isn't talking about himself or going around in circles like an over-enthusiastic drunk, Cheeke's written a pretty good book with some solid information in it. It just needed to go into the hands of a professional editor, who would have cut it down by three quarters, or else forced Cheeke to contribute more useful content. So, I do recommend the book. It's too verbose and disorganised to be of much use as a frequently-picked-up reference, but it's a decent one-time read, as long as you don't mind skimming all the fluff. It deserves 3 stars, but since it's one of the few vegan books in a field generally dominated by meatheads (in both senses of the word), it's the best we currently have, so I give it 4 stars.

Robert for President! Absolutely love everything in this book. Robert explains his story as an inspiration and a motivation to those wanting to succeed as a vegan bodybuilder. His tips, recipes and advice are really helpful. I recommend his other book "Shred It" for fat loss. Excellent reads.

I really enjoyed this book. I am an ultra runner who loves to lift weights, and I was just looking for something a bit more simplified and to the point on how to change my physique a bit. I like how he gives many different meal plans and exercise plans, as well as specific workouts and ways to structure your week in the gym or out of the gym. No 'one approach for all' here. Thank goodness. He outlined how he and others exercise and eat, what has worked for him and others, and based on the information in the book, you pick what works for you. It helped me to get back to a routine of lifting more structurally, instead of going to the gym and lifting a bit for the upper and lower 2-3 times a week. Instead I am going to the gym 3-5 times a week, for 45-90 minutes with a plan. I KNOW

what I am going to focus on and that has helped tremendously. He talks a bit on making bodybuilding your career and such, but I don't know why anyone would say he made this book only about him. He is very successful and a positive person. I enjoyed his attitude and positive outlook during the entire book. Only good things can come to your life from reading this! If you are looking for a highly motivating body building book that breaks the stereotype that meat is manly, look no further. Robert is ALL man without harming animals, and that is just as sexy as a six pack.

Not what I hoped it would be. Suggested unhealthy eating styles. Such as wasting whole packages of soy dogs.

This book is absolutely phenomenal. It explains to anyone, vegan or not, active or not, how to live an active life as a vegan. Not only with how to exercise and eat for the best body you can get but also how to build your personal brand and be an active member of the vegan community. After reading this book I feel like I know this man, and I hope I am lucky enough to meet him some day.

Robert Cheeke knows how to convey information in an entertaining and readable fashion. If you have questions regarding vegans and fitness, go ahead and read this book.

I have been vegan and vegetarian for many years. I would like to be @ least 95% vegan daily. This book has many pointers. Many of them I did not know. 2014 I will begin training to be a vegan body builder belly dancer. Knowing calorie intake for 115 pounds vegan style is what I am seeking and hope the book provides this. So far loving it :-)

This book is an excellent text on how to build muscle while maintaining health on a vegan diet. I definitely recommend this book to anyone interested in learning the truth behind muscle building and to see that the mainstream bodybuilding beliefs are based more on making money than on science

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