



Muscle, Smoke, & Mirrors: Volume I

Randy Roach



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The research for this extensive, two volume project. .

represents a comprehensive effort to establish a complete context from which the sport of bodybuilding arose.

"Muscle, Smoke & Mirrors" is the rise and fall of what was truly once an extraordinary discipline associated with a term known as "Physical Culture". Experience what bodybuilding was originally and learn just exactly what "Physical Culture" really is.

See what growing philanthropic power flexed its financial and political muscles to foster its corporate agenda, compromising human health internationally.

Read how the merger of technology and politics culminated in the industrialization, commercialization, federalization, internationalization and finally the STERILIZATION of a nation's food supply, rendering it suspect not only to the general public; but also to the most elite of athletes.

Whether you are a novice, an elite bodybuilder or simply sports-nutrition minded, learn how the emerging forces of the Iron Game evolved. Ultimately, the factions of this industry would grow powerful and manipulative while fighting for control over the Game.

It took the running of several parallel histories on bodybuilding, nutrition, supplements and the role of drugs to offer a complete, first-time unraveling of the web of confusion and politics that still permeates the sport into the 21st century!

Volume I of "Muscle, Smoke & Mirrors" is truly the untold stories surrounding "Bodybuilding's Amazing Nutritional Origins."

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