



Chair Massage, 1e

By Patricia Holland; Sandra K. Anderson

Mosby, 2010. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Expand your practice and attract new clients with chair massage! A practical, visual guide to this rapidly growing field, Chair Massage helps you develop a basic routine and adapt to different clients and situations. Expert authors Patricia M. Holland, MC, LMT, and Sandra K. Anderson, BA, LMT, NCTMB, provide coverage of massage techniques, chair adjustment, body mechanics, and applying pressure, plus specific routines for the lower back, shoulders, neck/head, and arm/hand regions -- with full-color photographs clearly demonstrating each technique. A chapter on the business aspects of seated massage helps you market and manage your practice successfully. Full-color photographs and drawings clearly depict each technique. An Essentials of Practice chapter helps you translate your knowledge into revenue by addressing crucial topics such as determining target markets, job-related conditions, marketing methods, introductory letters, setting fees, drawing up contracts, and getting paid, and includes practical advice from practitioners who offer chair massage. Unique! Coverage of low back techniques includes specific techniques for treating low back pain, its causes, when to perform massage, and when it is contraindicated. Unique! A chapter on additional techniques and adaptations covers...



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