

CONTENT:

PREFACE	11
INTRODUCTION.....	13
1. PHYSICAL BODY AND FITNESS	15
1.1. Physical body and sport.....	15
1.2. Body and health.....	20
1.3. Fitness activities.....	25
1.3.1. Endurance	27
1.3.2. Strength.....	29
1.3.3. Flexibility.....	31
1.3.4. Pilates method	33
1.4. The importance of physical activity as a recreation.....	34
1.4.1. The origin of physical fitness	35
1.5. Professional fitness and health	38
1.6. Fitness through holistic approach.....	39
1.6.1. Measuring the heart rate	40
1.6.2. Training.....	41
1.7. Training and optimal body preparation at every age	58
1.8. Mindfulness meditation in training	66
1.9. Physical activity as a response to stress	67
2. PHYSICAL BODY AND YOGA	69
2.1. Yoga and breathing.....	69
2.1.1. The origin and significance of yoga.....	69
2.1.2. Yoga as an intangible cultural heritage.....	70
2.1.3. The importance of breathing	72
2.1.4. Breathing techniques in yoga	73
2.1.5. Elements of breath and full yogic breathing	74
2.1.6. Basic breathing exercise.....	75
2.1.7. Basic yoga breathing techniques and recommendations	77
2.2. Yoga and techniques	79
2.2.1. Yoga poses.....	79
2.2.2. Yoga asanas - the benefits of their regular practice	81
2.2.3. The most popular exercises in yoga "Sun Salutation"	82
2.3. Yoga and health.....	86
2.3.1. The benefits of yoga and research.....	86
2.3.2. Yoga and personal experiences.....	88
2.4. The application of yoga and its impact on the quality of life	90
2.4.1. UN agenda for sustainable world development.....	90
2.4.2. Basic recommendations for yoga practice	93
2.5. The influence of yoga on people in business	95
2.5.1. Corporate yoga	95
2.5.2. A few reasons why yoga is good for business environment	97
2.6. Applying yoga in marketing and management systems.....	101
2.6.1. Strategic return on investment in corporate yoga and wellness programs	101

2.6.2.	Improving corporate culture through yoga and yoga effects on contemporary leadership	102
2.6.3.	Awareness in developing marketing ideas and the power of a clear vision.....	103
2.6.4.	The yoga impact on company performance	104
3.	MODERN TECHNIQUES FOR CHANGING BELIEFS.....	105
3.1.	Importance and application of techniques	105
3.2.	People, techniques and energy chakras.....	106
3.3.	Some of the self-improvement techniques.....	112
3.4.	Raising individual and collective consciousness	113
3.5.	Genetics	116
3.6.	The power of techniques	117
3.7.	Goals	119
3.8.	Techniques for application	122
3.8.1.	ThetaHealing®	122
3.8.2.	Neuro-linguistic programming.....	125
3.8.3.	Timeline healing technique	132
3.8.4.	Reiki.....	135
3.8.5.	Eft.....	136
3.8.6.	Joga.....	144
4.	MODERN CONCEPT OF MANAGERS, LEADERS, INDIVIDUALS AND THEIR PHYSICAL HEALTH	146
4.1.	How to develop a winning mindset?.....	146
4.1.1.	A mindset for decision making and implementation.....	147
4.1.2.	How to develop a growth mindset?	149
4.2.	How to achieve business excellence?	151
4.2.1.	The power of clear goals	151
4.2.2.	The most common goal-setting mistakes	153
4.3.	How to be a successful mentor to others?.....	155
4.3.1.	Mentor.....	155
4.3.2.	Energy and time management.....	156
4.3.3.	The true meaning of the term proper nutrition?.....	157
4.4.	How to inspire and motivate yourself and others	159
4.4.1.	What is an inspiration, why is it important and how to inspire yourself and others?	159
4.4.2.	Leaders who inspire.....	160
4.4.3.	Body, mind and emotions: Body language shapes our personality	163
4.5.	How to develop your "inner leader": Managing emotions.....	165
4.5.1.	Emotional literacy	165
4.5.2.	A sense of inner purpose	168
4.5.3.	Company Purpose Statement.....	169
4.6.	Achieve more with more understanding and better communication using words that get results	169
4.6.1.	Responsibility in communication and reporting.....	169
4.6.2.	Example of rapport	172
4.6.3.	Leadership and examples of leadership	173
4.6.4.	What is a metaphor?	174
4.7.	Mindful leadership.....	177

4.7.1.	Self-leadership	177
4.7.2.	Benefits of Mindful Leadership	178
4.8.	Empower your messages with NLP.....	181
4.8.1.	Milton model of communication	181
4.9.	The new era of leadership in business management and organization	183
4.9.1.	The labor market in the future.....	183
4.9.2.	Modern leader competencies	184
5.	MARKETING, PSYCHOLOGY AND MANAGEMENT THROUGH CREATIVITY, SUCCESS AND HEALTH	190
5.1.	Marketing and marketing development	190
5.1.1.	Companies and environment.....	196
5.1.2.	The brand development of Coca-Cola	197
5.1.3.	The brand development of Nike	199
5.2.	Marketing and psychology	201
5.3.	Leadership.....	202
5.4.	Individuals and consumers; their needs, market and target groups research	205
5.5.	Marketing through 4P strategy	208
5.6.	Quality, truth and passion as the basis of success.....	211
5.7.	Promotion, promotional mix and other types of promotion	212
5.8.	The importance of internet marketing.....	214
5.9.	New techniques psychology in marketing and management	218
5.10.	Management and its emergence	221
5.11.	Successful managers and traditional and innovative management	223
5.12.	Individual's health, employees' health and satisfaction	225
5.13.	Human resource management and psychophysical health, ESTH managers.....	226
5.14.	Good psychophysical health, healthier company	230
	LITERATURE	232