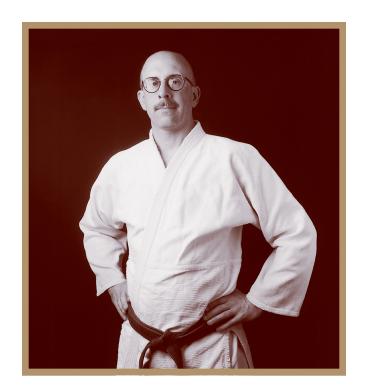


This press kit has been assembled to assist professional journalists, writers, publicists, booksellers, distributors, and event planners, who require information on Marc Tedeschi. The material in this kit includes: biographical data; photographs; trademarks; book reviews; tear-sheets of advertisements; and information-sheets containing cover images and descriptive text for each of Mr. Tedeschi's books. All of this content also appears on our website (www.marctedeschi.com) in various forms. Please note that this press kit exists only in digital form as a PDF file. Files can be downloaded from our website, where they are available in either low-resolution or high-resolution formats. If you have any questions, or require additional information or photographs, please contact us at econtact@marctedeschi.com.

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Marc Tedeschi is an internationally respected designer, photographer, educator, and martial arts master. He has studied Eastern philosophy, healing arts, and combatives, for more than 30 years, training extensively in Hapkido, Taekwondo, Jujutsu, Judo, and Karate. A prolific writer, Mr. Tedeschi's landmark publications rank with the finest ever produced on the healing and martial arts. He is the author of eleven books, including the 1136-page *Hapkido*, the 896-page *Taekwondo*, *Essential Anatomy*, and a unique series of general martial arts books, *The Art of Striking*, *The Art of Holding*, *The Art of Throwing*, *The Art of Ground Fighting*, and *The Art of Weapons*.

Mr. Tedeschi is a seventh-degree black belt in Hapkido, holds arts degrees from the Rochester Institute of Technology and the Kansas City Art Institute, formerly taught design at the Academy of Art University and the University of San Francisco, and has been a strategic design consultant to major corporations and institutions worldwide. He currently devotes most of his time to writing, teaching, and training, and is working on a broad range of projects related to Asian culture. He also serves as president of Hapkido West, a California-based nonprofit organization dedicated to the martial ways. To learn more about Marc Tedeschi or Hapkido West, please visit: www.marctedeschi.com and www.hapkidowest.org.



Press Contacts



Established in January 2007 under the leadership of Marc Tedeschi, Hapkido West's core mission is to promote the practice and instruction of Hapkido, both locally and internationally. Hapkido West offers affordable high-quality martial arts training to a broad segment of the general public and seeks to improve educational standards, build goodwill and fellowship, and increase public awareness of the beneficial role of martial arts practice in one's life. Hapkido West's core activities include: holding regular classes at a spacious, well-equipped facility at the California State University in Hayward; hosting seminars and special events; providing forums where martial artists can share ideas and innovations; developing comprehensive online resources, digital content, and archives; providing instructional and organizational assistance to other community-oriented martial arts schools and organizations; generating high-quality educational content and standards that can be adopted by other Hapkido schools and martial arts organizations; and giving public demonstrations of the art of Hapkido.

"There are many Hapkido organizations; however, we differ significantly from most in several respects," said Marc Tedeschi, Hapkido West's president. "First, we are a 'nonprofit' organization dedicated to providing benefit to others. Secondly, we have a clearly articulated vision and a well-defined plan for implementing it. Thirdly, our decision-making process is collaborative, and our style is to be flexible, respectful, and responsive to the needs of our members and the Hapkido community. Fourthly, we believe that transparency and oversight in all our affairs is a good thing. Lastly, we are deeply committed to forging relationships with other organizations, in the belief that greater unity and cooperation between Hapkidoists will ultimately benefit us all."



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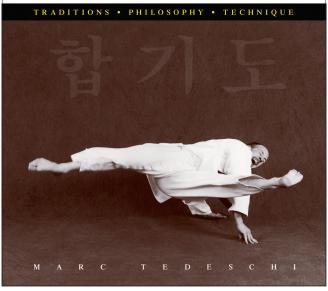
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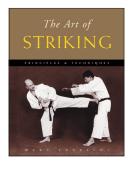
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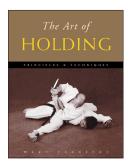


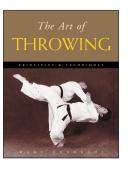
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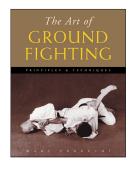
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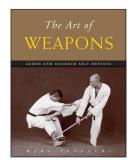
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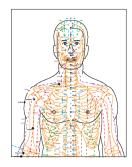


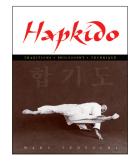


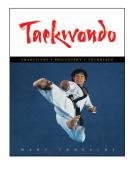


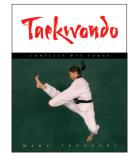












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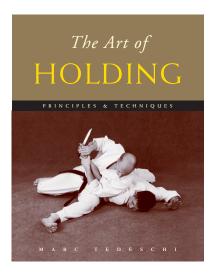
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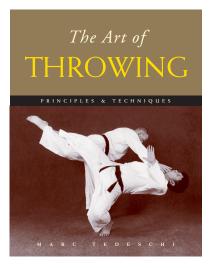
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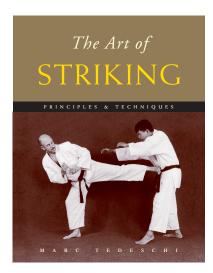
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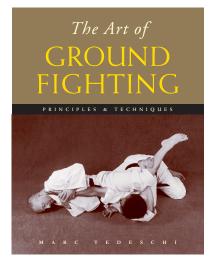
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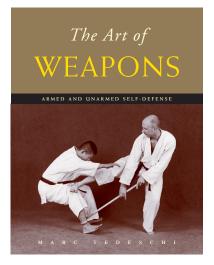
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"Hapkido is an overwhelming achievement. Its comprehensiveness and the quality of the writing and design are unmatched in martial arts literature. The author's integration of history, philosophy, and technique into the larger framework of martial arts as a whole makes this book invaluable to any martial artist. Tedeschi's treatment of weapons techniques is honest, practical, and well worth studying."

- NICKLAUS SUINO, author of The Art of Japanese Swordsmanship

** ት ት ት An Encyclopedia of Hapkido and Martial Arts

"This book is simply outstanding. The depth and volume of information provided is impressive to say the least. Presented in large format on quality paper, it covers the width and breadth of Hapkido. The overview contains interviews with all prominent grandmasters, including Yong-Sul Choi. An exhaustive list of techniques are illustrated with sequence photos and detailed descriptions. It covers everything from the basics to weapons and protecting others. As a bonus, it includes extensive acupressure diagrams and descriptions. It treats Hapkido as a science without losing its art form."

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How does one even begin to review a book of this scope and sophistication? My first inclination is to pronounce it to be the Holy Grail of martial arts instructional texts . . . bringing a new level of clarity and intellectual precision in presenting previously 'too complex to describe' concepts and techniques . . . It is simply a monumental accomplishment, nothing less, and belongs in every library . . . You can spend years finding things in Tedeschi's book which will broaden and enhance your own personal practice, whatever that may be. Trust me on this. This is the one!"

- IRONCRANE.COM

"I am impressed. This book is one extremely large, very nearly complete, reference on all aspects of Hapkido. I say "very nearly" not as a criticism, but in astonishment, simply because this book covers almost all of a huge curriculum. In addition to a huge technique reference section, it contains a number of interesting interviews, cool historical pictures, and a number of well-written chapters on many aspects of Hapkido not normally written about . . . the verbal [technical] descriptions are the best."

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"The attention to detail is second to none and it is obvious that the author thought not just about Hapkido practitioners, but the whole of the martial arts community."

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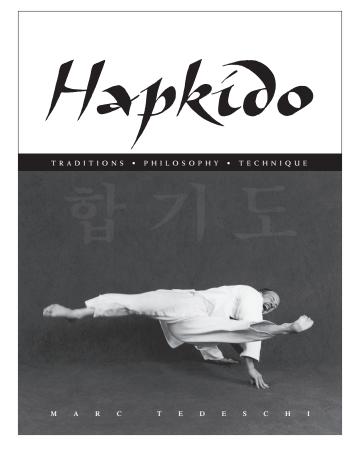
JOURNAL OF

Asian Martial Arts

Volume 9 - Number 3 - Fall 2000

Within minutes of opening Marc Tedeschi's new book, *Hapkido*, you know you have your hands on an exceptional work. *Hapkido* is an enormous, comprehensive, detailed, beautifully illustrated and, somehow, very personal reference work for those who want to learn about this fascinating martial art. I predict it will soon be as much a part of the required-reading list for martial arts practitioners as are Donn Draeger's *The Martial Arts and Ways of Japan*, Eugen Herrigel's *Zen in the Art of Archery*, and Bruce Lee's *The Tao of Jeet Kune Do*. At the same time, *Hapkido* goes far above and beyond these books, and beyond almost any other martial arts reference work, by examining the traditions, philosophy, and techniques of hapkido with an astonishing degree of detail.

The book is divided into five sections [called parts], entitled "Overview," "Basic Elements," "Self-Defense,"



"Weapons," and "Reference." Each section is divided into chapters, and each chapter into content-specific subparts. As a consequence, the book has a very organized feel, while each subpart contains a pithy explication of its subject matter. The reader can quickly locate the general area of interest, e.g., "Throws," or "Defense Against Throws," then locate specific subjects within that area, e.g., "Hip Throws," or "Basic Defensive Actions." This organization makes the book very easy to use as a reference work and also very entertaining to read from beginning to end. Personally, once I began reading, I had trouble putting it down.

The art of hapkido, the author tells us, like other Asian martial arts, "emphasizes the integration of mind, body, and spirit; the perfection of human character; social responsibility; and appropriate use of force." Unlike other martial arts, hapkido "utilizes about 1100 core techniques, which are intuitively modified or combined to create thousands of variations." Perhaps the huge number of techniques has something to do with the size of this book. Even more unique is the frank admission that "hapkido evolved during the twentieth century by selectively fusing a wide range of existing martial skills with new innovations." It is very refreshing to read an author who doesn't try to convince his readers that he studied with the hereditary master of his martial art who, in turn, learned from an unbroken, 2000-year-old tradition originating directly with the Almighty!

Besides its extraordinary organization and quality illustrations, the real hallmark of Tedeschi's reference work is his awareness of hapkido's place in the history and culture of martial arts. Tedeschi outlines techniques with clarity, but also frankly acknowledges their roots (e.g., a certain joint lock may first have originated in Japanese jujutsu), and is willing to concede that other martial arts may provide a more comprehensive education in certain skills (sword-fighting being one such). Tedeschi also acknowledges the long, historical interplay between Japanese and Korean martial arts, and manages to avoid the often patently false assertions made by other writers who insist that one is totally derived from the other. He also cautions his readers against believing in the absolute superiority of their

(continued next page)

own martial art over all others, since all are related and all, by necessity, deal with the limitations of the human form.

My favorite chapters were the "Interviews," "Throws," and "Sword Techniques" chapters. The "Interviews" chapter contained conversations with 13 men who have devoted their lives to hapkido or other martial arts. These conversations give the reader a

flavor of how a life led in the pursuit of virtue and physical mastery can shape the human character. They also show how individual personality shines through even the intense charactershaping that occurs through the rigorous practice of martial arts. The interviews made clear that every hapkido master revered and

respected his forerunner, Yong-Sul Choi, and yet they were not afraid to innovate, or to make the art more effective or more efficient.

The "Throws" chapter set down the theory and technical aspects of shoulder throws, hip throws, leg throws, hand throws, sacrifice throws, and kick-counter throws, demonstrated with precision in the photos. The variations shown by Tedeschi were also instructive; some I had never seen before, especially those that involved kicks and strikes to off-balance the opponent. There is no question that hapkido contains some very effective throwing techniques, and that a martial artist with a foundation in throwing could learn many of the techniques by studying Hapkido [the book]. What most impressed me, however, was the inclusion of a lengthy "Throwing Principles" section at the outset of this chapter. Tedeschi educates his readers in the four universal components of any body throw: securing the hold, unbalancing the opponent, positioning your body, and executing the throw. This makes it possible to break

each throw down into its components for maximum efficiency in learning.

In the "Sword Techniques" chapter, Tedeschi explains that the sword was never considered an active weapon by hapkido practitioners. Rather, because the sword was already obsolete by the time hapkido was developed, sword techniques were taught to improve concentration, for exercise, and to teach the basic skills

of handling a bladed weapon. Hapkido provides instruction in basic swords skills and defense against sword attacks. Many of the techniques shown are similar to Japanese sword techniques, although few are performed with the same strict adherence to form as the techniques of iaido, for example, because they are taught

in the context of self-defense and not as part of a rigidly organized, formal system. The defensive techniques that involved throws were fascinating; many closely resemble techniques found in aiki-jujutsu or aikido but rarely set down in print.

Hapkido is not a book that tries to convey the essence of the warrior spirit in the way that Hagakure and A Book of Five Rings did. Those books were written by warriors well past the apex of their fighting careers, and they were intended as something other than manuals on technique. Hapkido, instead, is quite clearly meant as a reference work on the techniques of a living, evolving martial art, and it accomplishes this goal so well that it is simply a must-have for all modern practitioners and students of martial arts. It covers so much ground and its material is so well presented that no martial arts library will again be complete without it. Kudos to Marc Tedeschi for his efforts and to Weatherhill for having the courage to publish this fine book. — REVIEW BY NICKLAUS SUINO





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MARC TEDESCHI is an internationally respected artist, designer, educator, and martial arts master, who integrates both healing and combative techniques. Long a student of Eastern concepts of human physiology and integrated medicine, he has practiced martial arts for more than 30 years, training extensively in Hapkido, Taekwondo, Judo, Jujutsu, and Karate. He is the acclaimed author of 11 books, including the 1136-page Hapkido, the 896-page Taekwondo, and a unique series of general martial arts texts.

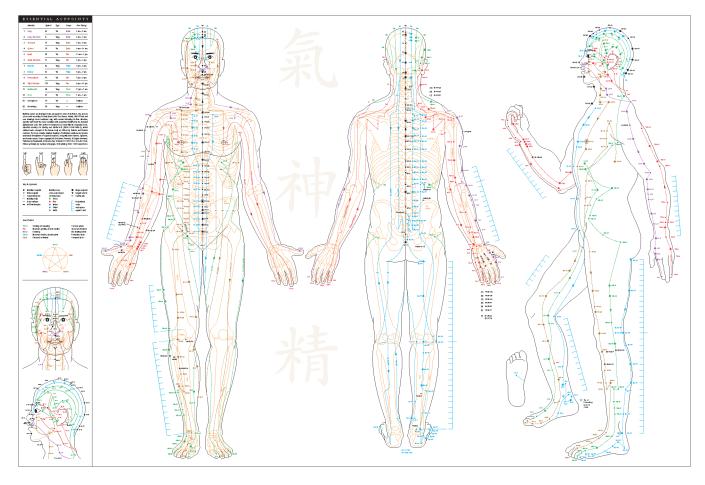


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This exceptionally high-quality, 27 by 40 inch poster illustrates the acupoints and meridians that are the foundation of Eastern medicine and martial arts. Designed by the author of the landmark books *Essential Anatomy* and *Hapkido*, and printed in seven colors on heavy-duty archival stock, this unique and beautiful poster exhibits a level of accuracy, detail, and functionality unobtainable elsewhere.

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- Acupoints precisely placed based on anatomical locations established by the major Chinese medical institutions.

- Highlights Yin-Yang and Phase (Element) relationships, Qi-flow timing, and common targets used in martial arts.
- Designed to stand alone, or be used as a companion with the author's books on healing and martial arts.
- Uses nomenclature and graphics consistent with the author's books and major Eastern medical systems, making for easy cross-referencing with various textbooks.
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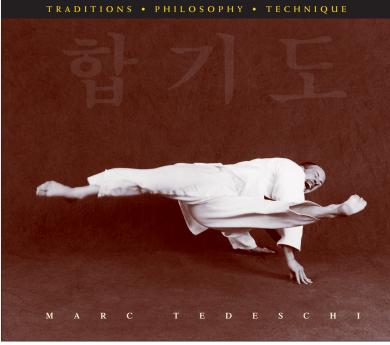


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"This book is in my experience the most comprehensive ever written on a single martial art. It is superbly organized, highly informative, and contains thousands of outstanding photographs. An authoritative presentation of basic principles and techniques, integrated with modern innovations, makes this work indispensable to martial artists of virtually any style."

— Professor Wally Jay

This ground-breaking work is the first to comprehensively document the traditions, philosophy, and techniques of one of the world's most varied, exciting, and practical martial arts—Hapkido. More than 9000 photographs introduce over 2000 martial techniques, including strikes, kicks, blocks, avoiding movements, holds, joint locks, chokes, throws, falls, tumbling, ground fighting, and weapons. Numerous closeups show precise grips, leverage methods, pressure points, hitting surfaces, and direction of force.

In addition to self-defense techniques, chapters are included on East Asian philosophy, martial arts history, anatomy, meditation, healing, and pressure point fighting, as well as in-depth, previously unpublished interviews with the world's preeminent Hapkido Grandmasters and renowned Grandmasters of related martial arts. Because of similarities between Hapkido and many other martial arts, including Taekwondo, Jujutsu, Aikido, Judo, and Tai Chi Chuan, this book is a useful reference for practitioners of all martial arts styles, from novices to masters. This unique work is the definitive text on Hapkido and destined to become a classic of martial arts literature.

MARC TEDESCHI is an internationally respected artist, designer, and educator, who holds a seventh-degree black belt in Hapkido, a martial art that integrates both healing and combative techniques. He has practiced martial arts for more than 30 years, training extensively in Hapkido, Taekwondo, Judo, Jujutsu, and Karate. A prolific writer, Mr. Tedeschi's landmark publications rank with the finest ever produced on the healing and martial arts. He is the author of 11 books, including the 896-page *Taekwondo* and *Essential Anatomy*.

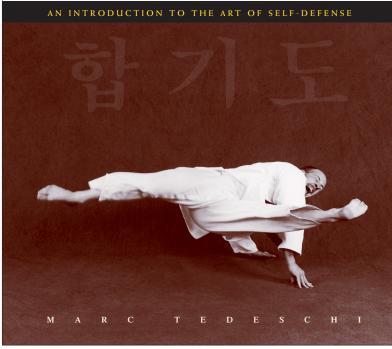


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One of the world's most exciting, varied, and practical martial arts, Hapkido consists of thousand of techniques encompassing all forms of martial skills: strikes, kicks, blocks, avoiding movements, holds, joint locks, chokes, throws, tumbling, ground fighting, weapons, meditation, and healing. This is the first introductory text to accurately portray Hapkido in its entirety, and includes essential material to guide novices during their initial training. Sixty practical self-defense techniques for most types of attack, more than any competitively priced book, are clearly illustrated through hundreds of outstanding photographs. Precise anatomical drawings of 83 common Oriental pressure points, and comprehensive chapters on history and philosophy make this book essential reading for anyone seeking a concise, honest, and accurate overview of this exciting and fastgrowing martial art.

- Over 680 high-quality photographs, and 48 illustrations
- More photos and techniques than any similarly-priced competitive book
- Precise anatomical drawings of 83 common Oriental pressure points
- Comprehensive chapters on history and philosophy
- Sixty practical self-defense techniques, spanning most types of attacks
- Basic material to guide novices during their initial training
- Essential reading for anyone seeking a concise overview of Hapkido

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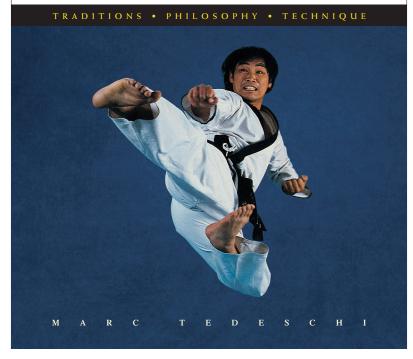


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The most comprehensive text
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modern approaches, sport and self-defense,
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This ground-breaking text is the first to offer Taekwondo in its totality, documenting the traditions, philosophy, and techniques of the world's most widely practiced martial art. In more than 8600 photographs spanning 896 pages, renowned Taekwondo masters and elite competitors demonstrate over 700 core Taekwondo techniques, including stances, footwork, hand strikes, elbow strikes, standing kicks, jump kicks, ground kicks, avoiding and blocking skills, step and self-defense sparring, Olympic-Style sparring, breaking techniques, and solo forms and patterns. Techniques are named in both English and Korean throughout.

Detailed introductory chapters provide an authoritative overview of Taekwondo's history, philosophy, current structure, and contemporary issues, and thoroughly review breathing and meditation, warmups and flexibility exercises, and vital targets. To address the highly specialized and constantly evolving needs of sport competitors, in-depth chapters on Olympic-Style sparring cover basic concepts, current trends, core techniques, tactics and strategies, terminology, competition rules, referee signals, and more than 90 core attacking and counterattacking techniques used by world-class competitors. For forms enthusiasts, 250-plus pages provide an overview of 49 forms and patterns embraced by major federations, such as the WTF and ITF. Inclusive of virtually all Taekwondo styles, this unprecedented work is the definitive text on Taekwondo.

MARC TEDESCHI is an internationally respected designer, photographer, educator, and martial arts master. He has practiced martial arts for more than 30 years, training extensively in Hapkido, Taekwondo, Judo, Jujutsu, and Karate. A prolific writer, Mr. Tedeschi's landmark publications rank with the finest ever produced on the healing and martial arts. He is the author of 11 books, including the 1136-page *Hapkido* and *Essential Anatomy*.





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The essential introductory text, written by the author of the landmark 896-page book, "Taekwondo: Traditions, Philosophy, Technique."

This is the first introductory text to accurately portray the world's most widely practiced martial art, Taekwondo, in its entirety. Inclusive of virtually all Taekwondo styles, including Olympic-Style, this unprecedented work integrates traditional and modern approaches, sport and self-defense, in a single concise text along with basic material required by novices during their initial training. Clearly written and expertly designed and photographed by the author of the landmark 896-page Taekwondo: Traditions, Philosophy, Technique, this unique book is essential reading for anyone seeking a succinct, unbiased, and accurate overview of Taekwondo's traditions, history, philosophy, and techniques.

- Over 530 high-quality photos, and 62 illustrations
- Comprehensive chapters on history and philosophy
- Over 150 techniques, spanning basic skills, sport, and self-defense
- Concise overviews of Olympic-Style sparring and solo forms
- Precise anatomical drawings of 83 vital targets
- Basic material to guide novices during their initial training
- Essential reading for anyone seeking a concise overview of Taekwondo

MARC TEDESCHI is an internationally respected designer, photographer, educator, and martial arts master. He has practiced martial arts for more than 30 years, training extensively in Hapkido, Taekwondo, Judo, Jujutsu, and Karate. A prolific writer, Mr. Tedeschi's landmark publications rank with the finest ever produced on the healing and martial arts. He is the author of 11 books, including the 896-page Taekwondo, the 1136-page Hapkido, Essential Anatomy For Healing and Martial Arts, and a unique series of general martial arts texts.



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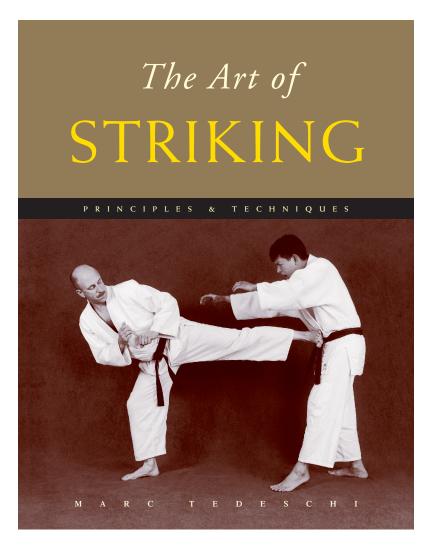
512 pages, 8 1/2 x 11 Over 5000 b&w photos Diagrams, glossary ISBN 0-8348-0544-8 US \$75.00 (hardcover) View this book at: www.marctedeschi.com The most comprehensive book ever written on Taekwondo's most widely practiced forms systems, including those sanctioned by the World Taekwondo Federation: P'algwae, T'aegŭk, and WTF Black Belt.

This unique text is the first to offer a detailed, comprehensive presentation of Taekwondo's three most widely practiced forms systems, including those sanctioned by Taekwondo's largest governing organization, the World Taekwondo Federation. More than 5000 photographs and 1200 drawings spanning 512 pages document the 25 individual forms that make up the P'algwae, T'aegŭk, and WTF Black Belt forms systems.

Detailed introductory chapters provide an overview of Taekwondo's structure, review the historical origins of forms, outline principles of execution and interpretation, and describe the underlying philosophical concepts and meanings associated with each form and form system. In subsequent chapters, each of the 25 forms begins with summary pages for quick reference, followed by a detailed breakdown of each movement, which includes larger photos, descriptive text, alternate views, closeups of complex actions, Korean nomenclature, precise drawings of footwork, pattern diagrams on every page for constant reference, and examples of select movements applied to practical self-defense. Since forms training is intended to be a reflection of actual combat, descriptive text also outlines the combative purpose behind each movement, as well as common alternate interpretations.

While many books on forms have been produced over the years, none offer the level of detail, accuracy, and technical description provided by this text. Written and designed by the author of the 896-page *Taekwondo*—widely acclaimed for its comprehensive integration of traditional and modern approaches, sport and self-defense—this indispensable companion work is the definitive book on WTF forms.

MARC TEDESCHI is an internationally respected designer, photographer, educator, and martial arts master. A prolific writer, he is the acclaimed author of eleven books, including the landmark 1136-page *Hapkido*, *Essential Anatomy*, and a unique series of general martial arts books.



This illuminating work outlines the essential principles and techniques that define the art of striking in most martial arts. More than 1400 outstanding photographs introduce over 400 practical techniques encompassing all types of strikes: hand strikes, elbow strikes, standing kicks, aerial kicks, ground kicks, head butts and body strikes, advanced combinations, avoiding and blocking skills, defenses against punches and kicks, and pressure point attacks. Comprehensive introductory chapters provide an authoritative overview of important technical principles, East Asian energetic concepts, and 109 fundamental skills encompassing hitting surfaces, stances, footwork, and basic methods of falling. Precise anatomical illustrations and descriptions of 106 common Oriental pressure points, and a visual comparison of different martial arts, make this an invaluable resource for all martial styles.

Expertly written and designed by the author of the 1136-page Hapkido-widely acclaimed the most comprehensive book ever written on a single martial art—this exceptional work is designed to stand alone, or function as a companion text with the author's other works on martial techniques and anatomy. Regardless of the style you practice, these books will enrich your training, improve your technique, and deepen your understanding of the unique qualities embodied in your own martial art.

Other Books in the Series

The Art of Striking is part of a remarkable series of books that provide an in-depth look at the core concepts and techniques shared by a broad range of martial arts. Each of these stand-alone books is dedicated to a specific technical area. Other titles include: The Art of Holding, The Art of Throwing, The Art of Ground Fighting, and The Art of Weapons.

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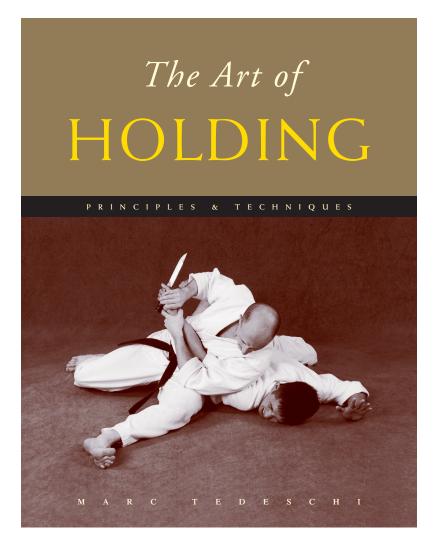


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This illuminating work outlines the essential principles and techniques that define the art of holding in most martial arts. More than 1300 outstanding photographs introduce over 155 practical techniques encompassing all types of holds: joint-lock holds, chokes, head locks, nerve holds, pressure point attacks, takedowns, ground pins, advanced combination holds and transitions, and defenses against chokes and joint-lock holds. Comprehensive introductory chapters provide an authoritative overview of important technical principles, East Asian energetic concepts, and 69 fundamental skills encompassing stances, footwork, grips, and methods of tumbling and falling. Precise anatomical illustrations and descriptions of 106 common Oriental pressure points, and a visual comparison of different martial arts, make this an invaluable resource for all martial styles.

Expertly written and designed by the author of the 1136-page *Hapkido*—widely acclaimed the most comprehensive book ever written on a single martial art—this exceptional work is designed to stand alone, or function as a companion text with the author's other works on martial techniques and anatomy. Regardless of the style you practice, these books will enrich your training, improve your technique, and deepen your understanding of the unique qualities embodied in your own martial art.

Other Books in the Series

The Art of Holding is part of a remarkable series of books that provide an in-depth look at the core concepts and techniques shared by a broad range of martial arts. Each of these stand-alone books is dedicated to a specific technical area. Other titles include: The Art of Striking, The Art of Throwing, The Art of Ground Fighting, and The Art of Weapons.

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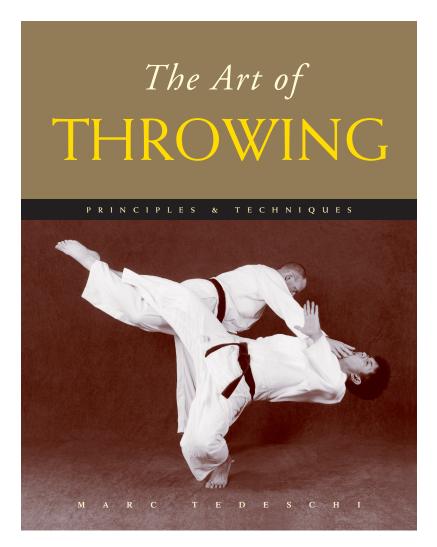


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Expertly written and designed by the author of the 1136-page Hapkido-widely acclaimed the most comprehensive book ever written on a single martial art—this exceptional work is designed to stand alone, or function as a companion text with the author's other works on martial techniques and anatomy. Regardless of the style you practice, these books will enrich your training, improve your technique, and deepen your understanding of the unique qualities embodied in your own martial art.

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The Art of Throwing is part of a remarkable series of books that provide an in-depth look at the core concepts and techniques shared by a broad range of martial arts. Each of these stand-alone books is dedicated to a specific technical area. Other titles include: The Art of Striking, The Art of Holding, The Art of Ground Fighting, and The Art of Weapons.

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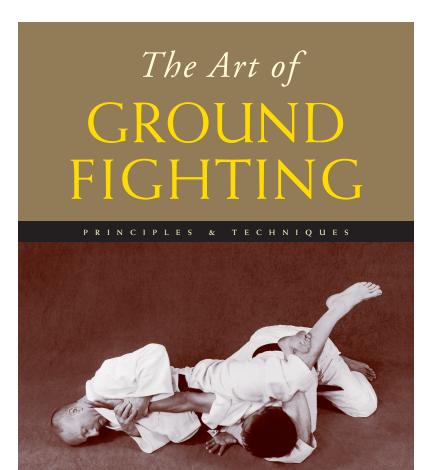


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Expertly written and designed by the author of the 1136-page *Hapkido*—widely acclaimed the most comprehensive book ever written on a single martial art—this exceptional work is designed to stand alone, or function as a companion text with the author's other works on martial techniques and anatomy. Regardless of the style you practice, these books will enrich your training, improve your technique, and deepen your understanding of the unique qualities embodied in your own martial art.

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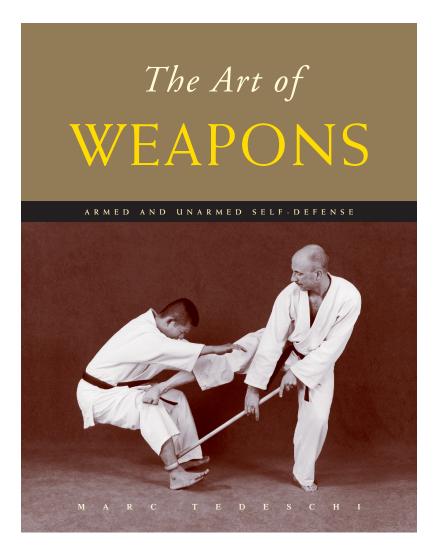
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Expertly written and designed by the author of the 1136-page *Hapkido*—widely acclaimed the most comprehensive book ever written on a single martial art—this exceptional work is designed to stand alone, or function as a companion text with the author's other works on martial techniques and anatomy. Regardless of the style you practice, these books will enrich your training, improve your technique, and deepen your understanding of the unique qualities embodied in your own martial art.

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The Art of Weapons is part of a remarkable series of books that provide an in-depth look at the core concepts and techniques shared by a broad range of martial arts. Each of these stand-alone books is dedicated to a specific technical area. Other titles include: The Art of Striking, The Art of Holding, The Art of Throwing, and The Art of Ground Fighting.

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