



Sourcebook of Coaching History

Vikki G Brock PhD

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Professional coaching is an emerging, dynamic field that is quickly evolving. Coaching in a business setting integrates the substance of behavioral psychology, human development and motivation with business concepts. In her groundbreaking work, Dr. Vikki G. Brock presents a comprehensive review of the historical roots of coaching and the influence of pioneers in related fields to business and professional coaching as we know it today. Never before has so much information been distilled from research and popular literature dating back to the mid 1970s to highlight implications for the coaching field and its positive impact on postmodern society. Providing the best available account of the origins and early years of coaching, the Sourcebook of Coaching History speaks to a variety of audiences. Professional associations, educational and training institutions will want this book for their coaching programs to provide a foundation for their stakeholders. Professional coaches will deepen their understanding of the field and the contributions of pioneers from the fields of human development and motivation. This book is also valuable for organizations with internal Learning and Development, Organization Effectiveness, and Coaching initiatives. Health care professionals and sports coaching organizations will also find value from knowing the history of coaching and its emergence to fill a need in postmodern organizations.

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