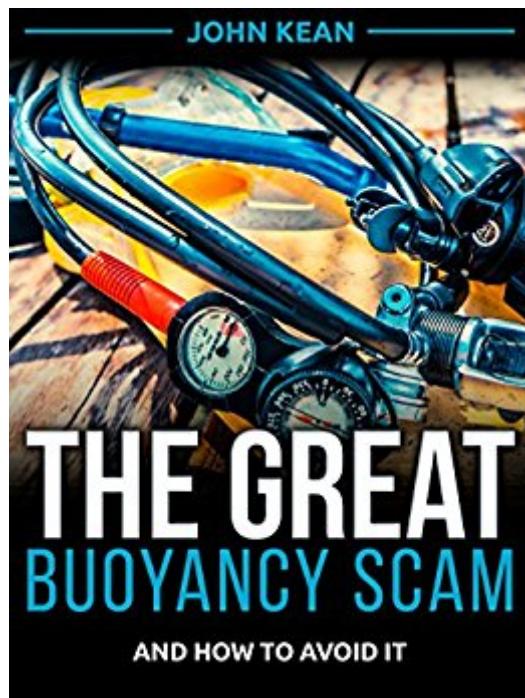


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The Great Buoyancy Scam: And How To Avoid It



Synopsis

Piercing the veil of scuba's biggest lieThe biggest casualty of the 'churn and burn' discount dive training sector is the development of proper buoyancy control. John Kean's latest book brings the curtains down on this industry-damaging practice and helps aspiring new scuba divers achieve the greatness they deserve underwater. It shatters the many misconceptions frequently attached to the sport of scuba diving.The Great Buoyancy Scam is a lively, entertaining and highly informative book taking readers deep behind the scenes of modern day scuba diving instruction. It provides scuba divers, new and old, with an invaluable resource before signing up for a dive training course.Concentrating largely on the new student diver, John speaks in a clear, friendly and no-nonsense language bridging the gap between glossy, corporate marketing and the big blue sea. This is not a step-by-step manual but covers a range of diving subjects in an easy-to-follow way bringing to life many of the frequently misunderstood learning areas such as decompression theory and the bends. The Great Buoyancy Scam is a rare and valuable chance to equip and prepare yourself way ahead of your diving experience.What's Inside?This book will help you to:Save a fortune on wasted tuition fees by successfully navigating the dive industry where you can choose the right course, the right dive centre and the best instructor for your needs.Remove any doubts, anxieties or fears by replacing myth with fact.Develop a winning attitude to keep you safe, resourceful and enthusiastic for the rest of your underwater life.Attain professional level buoyancy control, finning technique and mid-water mastery. This is not an "optional extra" but your unequivocal birthright!Halve your air consumption and double your dive time.Use any unfamiliar new scuba diving equipment with greater awareness.Carry out the underwater training drills and skills with confidence.Spot any short-cut training tricks that might be sprung on you by substandard instructors.Learn where you can go and what you can do after you become qualified.Avoid quantum leaps outside your comfort and safety zones.... And much, much more.

About the AuthorJohn Kean is a leading figure in the scuba diving industry and the author of five books and dozens of feature articles for the mainstream diving press. A veteran dive professional he has personally trained over 2,000 students from beginner to leadership level and carried out more than 7,000 scuba dives worldwide.

What the readers say:Excellent read for new and novice divers! Get it!!!Should be compulsory reading ...Informative, candid and wildly entertaining ...Excellent book ... Dive in, you'll love it ...Five Stars ...This is a VERY practical book ...John Kean is a very engaging and entertaining writer ...Very entertaining writing style ...Download a wealth of instructional know-how for less than the price of a snorkel!

Book Information

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Customer Reviews

I've been diving since 1974 and am certified as an Instructor, so I've read many books on diving.

This book is the best source for proper buoyancy I have ever read. The author also includes a lot of pertinent information for divers, students and wannabees. Should be a must read for all.

Excellent information for new divers and review for the novice diver. Explains very well how to identify and steer clear of the less than reputable dive shops and instructors who care more about churning out numbers than qualifying properly instructed new divers. Also explains very well some important basics that some dive classes may gloss over like buoyancy, which really is key to scuba diving enjoyment and safety. I enjoyed this read and I recommend it to others!

An entertaining and interesting insight into the dive industry. Targeted and the prospective diver, but applies to everyone no matter what level of experience. John Kean covers a great deal of information in an informative and entertaining fashion, and eloquently addresses many divers pet peeves about the industry and diving bad habits.

Packed with unbiased practical advice from an author with nothing left to prove. Read in preparation for my return to SCUBA after a 15 year hiatus. I was apprehensive, but Kean has quelled my doubts and righted some misunderstandings while resurfacing lost factoids and taught me plenty more. I honestly can't wait to get to a dive center and re-cert!

John Kean is a very engaging and entertaining writer. I found this book to be very informative to a new diver such as myself.

I'm one who's tried scuba while on vacation. I loved it and plan to become certified, but this book was perfect for giving non-divers, those thinking about diving, and new divers an excellent review of the process, pitfalls, misnomers, and most importantly, the fun that scuba diving is. Thanks, John!

Thinking about diving since retirement is near and wanted to read some books about training. Great read, in fact, resulted in ordering Mr. Kean's other books! I've enjoyed them all and learned much about diving and living as an expat. If you want a inside look at the business, great place to start.

The book has a few key messages. Even as a diver with 90 dives I enjoyed the book and learned a few things. He has the first discussion I have ever seen regarding my wife's BCD issue.

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