



The Art of Thai Massage
A Guide for Advanced Therapeutic Practice

Bob Haddad

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NEW BOOK ANNOUNCEMENT

An Illustrated Guide to Enrich and Develop the Practice of Thai Massage

Unlike most books about Thai massage, this guide offers a deep and insightful view of important and often neglected aspects of Thai bodywork. Many of the concepts presented in the book also apply to table massage, physical therapy, yoga, and other healing arts.

Sharing insights from his many years of practice and teaching, Bob Haddad takes a deeper look at the conceptual, spiritual, and practical approaches behind effective bodywork. An entire section is dedicated to awareness of breath for massage, movement, and everyday activities. Exercises to sharpen sensing abilities and intuition are presented, and ways to find, coax, and release blockages in the body are discussed. The author demonstrates in detail the execution of twelve important Thai massage techniques that are often taught and performed incorrectly. The chapters on Upper Body, Lower Body, and Flow offer ways to structure customized sequences for each individual and help therapists to move from one technique to another with grace and ease. Finally, the chapter on medicinal herbs discusses the preparation, use, and benefits of hot and cold compresses, medicinal poultices, balms, oils, and herbal baths, as well as easy recipes for all of these traditional therapies.

This exciting and valuable guide contains information that has never been previously available in print. Full of exercises and insights to help therapists hone their bodywork skills, this book reveals the key principles that give way to effective treatment, and it explores traditional Thai massage with a special focus on intention, awareness, sensitivity, breath, movement, stillness, and spirituality.

"This is a monumental contribution to the growing literature of traditional Thai massage, and also to the entire field of therapeutic hands-on healing. Well researched, clearly written, comprehensive and thorough, this book is a must for all those with a serious interest in exploring and practicing traditional Thai healing arts." – Richard Gold Ph.D., L.Ac., Author, 'Thai Massage: A Traditional Medical Technique'

"A groundbreaking and valuable guide for advanced bodywork therapists. This extraordinary book is filled with information that you won't find anywhere – including body dynamics, client assessment, breath awareness, herbal preparations, and other profound teachings." – Michael Reed Gach, Ph.D. Author, 'Acupressure's Potent Points'

Author Bio: Bob Haddad is a Thai massage therapist and a respected teacher in the field of Thai healing arts. The founder of Thai Healing Alliance International (THAI), he teaches courses and workshops in the Americas, Europe, and Thailand and is the author of *Thai Massage & Thai Healing Arts*. www.thaihealing-arts.com