## Contents

Acknowledgments ix  
Introduction: Take Your Gym to Work xiii  

**CHAPTER 1**  
Money Moves 1  

**CHAPTER 2**  
On Location 13  

**CHAPTER 3**  
Barry and the Art of Boutique Fitness 29  

**CHAPTER 4**  
Mob Rules 43  

**CHAPTER 5**  
Dress the Part 61  

**CHAPTER 6**  
Looking for Meaning 77  

**CHAPTER 7**  
Charity Case 93  

**CHAPTER 8**  
Work and Working Out 109  

**CHAPTER 9**  
Mary’s Merry Marathons 127  

**CHAPTER 10**  
Money on the Run 143
CHAPTER 11
The Man Makes the Shoe 157

CHAPTER 12
The Money in Color 169

CHAPTER 13
The Guts 183

Conclusion 197
About the Author 201
Index 203