

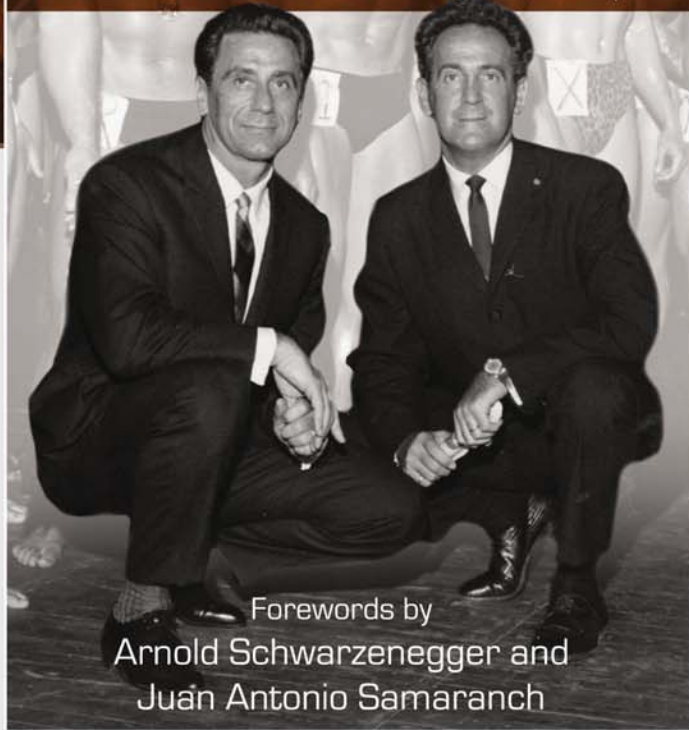
# An Inspiring STORY

## of Two Amazing Men!

### Brothers of IRON

by JOE WEIDER  
& BEN WEIDER  
with Mike Steere

How the Weider Brothers Created the  
Fitness Movement and Built a Business Empire



Forewords by  
Arnold Schwarzenegger and  
Juan Antonio Samaranch

**“No one who claims to be a fan of  
bodybuilding can miss this story.” --  
Gunter Schlierkamp,  
professional bodybuilder**

#### Brothers of Iron

*How the Weider Brothers Created the  
Fitness Movement and Built a  
Business Empire*

\$24.95 Hardcover

Heroes to fans all over the world, the founders of modern bodybuilding now tell their fascinating story for the first time!

In the depths of the Great Depression, Joe Weider, a scrawny, dirt-poor Jewish kid with a 7th-grade education, picked up a barbell and got hooked on weight training. Since building his muscles gave him confidence and hope for a better life, Joe pledged to make the great, transforming power of strength training available to everyone and to give bodybuilding all the glory it deserved. By enlisting his younger brother Ben in his quest, the Weider brothers accomplished much more than Joe's boyhood dreams. Their inspiring story includes:

- The inside story of the golden age of bodybuilding
- Behind the scenes of Joe's relationship with Arnold Schwarzenegger
- A look at the 40-year battle for Olympic recognition
- Never-before-disclosed details of the Weiders' path to success
- Over 50 rare and personal photos

From Joe's first muscle magazine that eventually grew into the Weider Publishing empire to Ben's founding of the International Federation of Bodybuilding & Fitness, you'll be amazed at how the Weider brothers have transformed bodybuilding into a hugely successful sport, and are heroes to bodybuilders and fans all over the world.

