



# November Project: The Book: Inside the Free, Grassroots Fitness Movement That's Taking Over the World

*Brogan Graham, Bojan Mandaric, Caleb Daniloff*

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*November Project: The Book* is the story of how two irreverent, way-outside-the-box fitness fanatics are flipping the fitness industry on its head and literally making the world a better place, one city at a time. No facility. No machines. Just two dudes and a tribe of thousands. Welcome to November Project's world takeover.

What started 4 years ago as a simple monthlong workout pact between two former Northeastern University oarsmen in Boston has grown into an international fitness phenomenon. November Project espouses free, public, all-weather, outdoor group sweats that turn strangers into friends and connect everyone to the city in which they live. It's been described as everything from flashmob fitness to "the fight club of running clubs" and a cult. But November Project prides itself on defying categories.

In *November Project: The Book*, Brogan Graham (a.k.a. BG) and Bojan Mandaric, in their own spicy, big-hearted words, chronicle, along with tribe member and writer Caleb Daniloff, their fitness movement's genesis, evolution, operations, membership, "secret sauce," and future--and along the way, show you how you can get fit and societally engaged. The book also includes illustrated workouts; the keys to meaningful civic engagement; information on using your city as a gym; advice on starting an NP tribe; tips on growing, sustaining, and invigorating membership through social media; and thoughts on the collective power of community.

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