



## Brothers of Iron: Building the Weider Empire

*By Joe Weider, Ben Weider*

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### **Brothers of Iron: Building the Weider Empire** By Joe Weider, Ben Weider

In the depths of the Great Depression a scrawny, dirt-poor Jewish kid with a seventh-grade education picked up a barbell and got hooked on weight training. Building his muscles gave him confidence and hope for a better life. He pledged to make the great, transforming power of strength training available to everyone and to give bodybuilding all the glory it deserved. The kid, Joe Weider, enlisted his younger brother Ben in his quest, and together the Weider brothers accomplished things much bigger than Joe's boyhood dreams. The little muscle magazine Joe started, working at his family's dining room table, grew into a publishing empire. From a backyard barbell business, Joe and Ben built equipment and food supplement companies each as big as Weider Publishing. And they transformed bodybuilding into a hugely successful sport, organized under one of the largest and best-run athletic federations in the world.

The Weider brothers are heroes to bodybuilders and fans all over the world. They're heroes because they're revolutionaries. The Weiders changed the way people think about exercise, health, and what makes a body beautiful. They changed the world and Brothers of Iron tells their fascinating story.

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### **Editorial Review**

#### **About the Author**

Joe Weider has long been recognized for his leadership, dedication, and outstanding contributions to the field of physical fitness. The honor that he is perhaps most proud of is the Distinguished Citizen Award presented to him by the Boy Scouts of America in 1991 that refers to him as "the father of fitness." Past titles include Joe Weider's Ultimate Bodybuilding (McGraw-Hill, 1989). Joe lives in Los Angeles, California.

Ben Weider is the president of the International Federation of Bodybuilders (IFBB), which he founded in Montreal in 1946. The IFBB has over 170 countries as members and was granted official recognition in 1998 by the International Olympic Committee. Past titles include Assassination at St. Helena Revisited (Wiley, 1995) and The Murder of Napoleon (Book Sales, 1986). Ben lives in Hampstead, Quebec, Canada.

Mike Steere is a professional freelance writer who writes for Outside, Worth, and other magazines. Mike lives in Los Angeles, California.

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