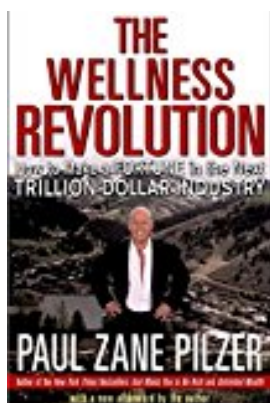


[PDF] The Wellness Revolution: How To Make A Fortune In The Next Trillion Dollar Industry

Paul Zane Pilzer - pdf download free book



Books Details:

Title: The Wellness Revolution: How
Author: Paul Zane Pilzer
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Description:

From the Inside Flap There's still time to get in on the ground floor and make your fortune in wellness!

Five years ago, in *The Wellness Revolution*, economist Paul Zane Pilzer outlined an emerging \$200 billion industry he called "wellness." Today, that industry has grown to \$500 billion, and it's just getting started, offering even greater entrepreneurial opportunities.

The Wellness Revolution was the "shot heard round the world" for the wellness industry. It defined wellness as an industry—linking tens of thousands of disparate service and product suppliers with a single cause. It showed scientists, fitness providers, businesspeople, food manufacturers, doctors, and others focused on disease prevention and anti-aging that they were part of a worldwide revolution—rather than merely lone iconoclasts inside their chosen professions or industries.

While the first edition was largely focused on large \$100 million wellness companies, *The New Wellness Revolution* includes more guidance and business advice for individual wellness entrepreneurs, health product distributors, physicians, chiropractors, and other wellness professionals. For those in one of the largest segments of the wellness industry, there is a new chapter called "Direct Selling: How to Get Started." *The New Wellness Revolution* features new action items in every chapter and covers major new trends, particularly the phenomenon of "sickness industry" food companies such as McDonald's and Wal-Mart making huge investments in fresh and organic foods.

The New Wellness Revolution shows that even though millions of people have embraced wellness, the need for wellness has actually expanded due to declining health trends, particularly the rising obesity rate in the United States and other developed nations. Medical costs now exceed profits for most large employers, and corporations are beginning to recognize that wellness and disease prevention are the only viable solutions to rising healthcare costs that threaten their very existence. --This text refers to the edition.

From the Back Cover World-renowned economist and entrepreneur Paul Zane Pilzer shows you how to tap into the next trillion-dollar industry—wellness. Already a \$200 billion business, Pilzer predicts that sales of vitamin and other health-related items will grow to over \$1 trillion annually within ten years. In *The Wellness Revolution*, he shows entrepreneurs and investors how to make their fortunes in this burgeoning industry.

"Paul Zane Pilzer has proven time and time again that he holds his finger on the pulse of our economy, and *The Wellness Revolution* is no different. Pilzer's insights into the future of our healthcare industry are revolutionary and will empower you to the next level."

—Anthony Robbins

author, *Awaken the Giant Within* and *Unlimited Power*

"In *The Wellness Revolution*, Paul Zane Pilzer reveals the most important secret for tomorrow's successful entrepreneurs: where to invest their dream. Step by step, Pilzer shows entrepreneurs how to find where they fit in the mega-industry of the future—wellness."

—Randy Fields

cofounder, Mrs. Fields Cookies

"Like any machine, our body runs best when operated according to its design principles. Noted economist Paul Zane Pilzer shows how to promote—and profit by—the wellness revolution."

—Michael J. Behe

Professor of Biology, Lehigh University; author, *Darwin's Black Box*

"Paul Zane Pilzer has paid great tribute to J. I. Rodale, founder of *Prevention* magazine and the organic industry in the United States, by showing how Rodale traditions of individual and environmental health make sound economic investment sense in today's world. If you've been

looking for the next big, ground-floor opportunity, catch the wave of the future" The Wellness Revolution!"

Dr. Ardash Rodale

Chairman of Rodale, Inc., publisher of Prevention and Men's Health

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