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Nota di contenuto	Cover; Contents; Title; Copyright; Dedication; Preface: The Revolution Continues; Introduction: Why Wellness Is The Next Big Thing; Chapter 1: Why We Need a Revolution; How Wellness Became My Cause; Why We Need a Revolution: Two Nations Divided by Great Want; How Economics Perpetuates Obesity and Malnutrition; How Economics Perpetuates Sickness; No Solution in Sight; An Economic Solution to an Economic Problem; The First 200 Billion (2002); How Rodale Paved the Way for the Wellness Revolution; Why We Often Reject New Ideas; How Traditional Western Medicine Rejected Wellness The Wellness Revolution Is about More than Just Making MoneyChapter 2: The Baby Boom Generation: Understanding and Controlling the Demand for Wellness; Practice What You Preach; The Baby Boom Generation Is the First Wellness Generation; The Mistake Many People Make: Misunderstanding Consumer Demand; Quantity Demand and Quality Demand; Wellness Quantity and Quality Demand; How Some Prospective Entrepreneurs Misunderstand Our Economy; How Unemployment Leads to Economic Growth; Economic Implications for

the Wellness Industry; How the Vitamin Business Shifted from Sickness to Wellness

Chapter 3: What You Need to Know about Food and Diet
What Is Food and Why Do We Need It?; The Two Major Problems with Our Food Supply; How Our Bodies Process Food into Energy and Living Matter; The Opportunity in Water; How We Obtain and Burn Calories; Four Reasons It's Difficult to Lose Fat; The Critical Importance of Proteins, Vitamins, and Minerals; How the Green Revolution Changed the Economic Opportunity within Food Production; How Food Economics Created the Wellness Food Opportunity; Empty Calories: The Core of the Food Supply Problem

Economics versus Avarice and Our Food Supply Problems

Chapter 4: Making Your Fortune in Food; How Religion and Government Fell Behind on Wellness; Agricultural Subsidy Programs; The Dairy Deception; The Soy Solution: A New Opportunity Born from Wellness; The Soy Wonder: Building a "Right Livelihood"; The Vegetarian Burger Wonder: A Wellness Cautionary Tale; What Restaurant Entrepreneurs Need to Know; Chapter 5: Making Your Fortune in Medicine; The Search for What's Inside the Black Box; Hippocrates: The First Wellness Practitioner; Our Limited Vision; Multivitamins and Multilevel Marketing
ConsumerLab.com: Sharing Knowledge Is Big Business
Mercola.com-The World's Most Popular Natural Health Web Site; The Wellness Cardiologist: How People Are Transforming Traditional Roles; Physical Exercise: A Wellness Entrepreneurial Opportunity; America's #1 Female Club Entrepreneur; Creating Wellness, Inc.; Revolutionizing a Profession from the Inside; Chapter 6: What You Must Know about Health Insurance; The Crisis in Health Insurance for the U.S. Economy; The Crisis in Health Insurance for U.S. Individuals; The U.S. Health Insurance System Is the #1 Cause of Personal Bankruptcy
The Crisis in U.S. Health Insurance for Wellness-Treating Symptoms versus Preventing Illness

Sommario/riassunto

Read the Preface, Introduction, and Chapter 1 at thewellnessrevolution.paulzanepilzer.com. Five years ago, Paul Zane Pilzer outlined the future of an industry he called "wellness" and showed readers how they could get in on the profitable bottom floor. The New Wellness Revolution, Second Edition includes more guidance and business advice for entrepreneurs, product distributors, physicians, and other wellness professionals. It's an industry that will only grow, so get in while you can.
