

(continued from front flap)

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 U.S. 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.

PAUL ZANE PILZER is a world-renowned economist, a multimillionaire software entrepreneur, a college professor, and the *New York Times* bestselling author of *God Wants You to Be Rich* and *Unlimited Wealth*. After earning his MBA from Wharton at age twenty-two, he made his first \$10 million before the age of thirty and was an appointed economic advisor during two presidential administrations, as well as a commentator on NPR and CNN. For more information visit www.paulzanepilzer.com.

Jacket Design: Michael J. Freeland
Jacket Photography: Greg Fuchs

Subscribe to our free Business eNewsletter at www.wiley.com/enewsletters

Visit www.wiley.com/business



Praise for THE **new** WELLNESS REVOLUTION

"Paul Zane Pilzer has proven time and time again that he holds his finger on the pulse of our economy, and *The New Wellness Revolution* is no different."

—Anthony Robbins, author
Awaken the Giant Within and Unlimited Power

"*The New Wellness Revolution* reveals the most important secret for tomorrow's successful entrepreneurs: where to invest your 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, the 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 shows 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 New Wellness Revolution!*"

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



PILZER
THE **new** WELLNESS REVOLUTION

Second Edition



THE **new** WELLNESS REVOLUTION

How to Make a FORTUNE in the Next TRILLION DOLLAR INDUSTRY
Second Edition

PAUL ZANE PILZER

Author of the *New York Times* bestsellers *God Wants You to Be Rich* and *Unlimited Wealth*

revised and expanded

\$24.95 USA/\$29.99 CAN/£16.99 UK

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

(continued on back flap)