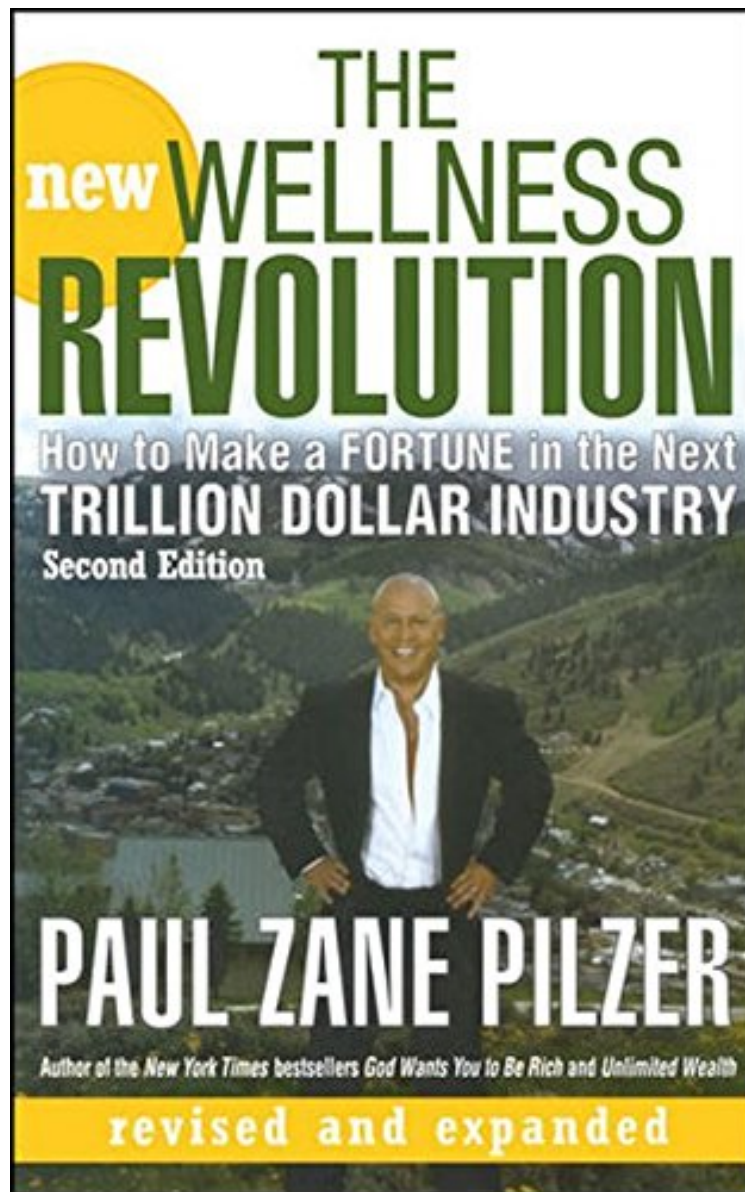


(Download free pdf) The New Wellness Revolution: How to Make a Fortune in the Next Trillion Dollar Industry

The New Wellness Revolution: How to Make a Fortune in the Next Trillion Dollar Industry

Paul Zane Pilzer

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Paul Zane Pilzer : The New Wellness Revolution: How to Make a Fortune in the Next Trillion Dollar Industry before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Wellness Revolution: How to Make a Fortune in the Next Trillion Dollar Industry:

2 of 2 people found the following review helpful. Good but falls a little short
By ChopI really like the book and I learned a lot about how the sickness, food, government and drug industries significantly contribute to our health problems. It is well written and understandable. I think it is hard to write an outstanding book that both educates someone on the wellness industries to best understand how they can resolve our health issues AND how to go into business and make money at it. Frankly, I think Paul should have broken the book into two different books. One book should focused on the wellness industry and how it solves much of our health problems, which this book primarily does a good job of doing. The other book should be a deeper dive into the economic and business opportunities of the various types of businesses that make up the wellness industry. He falls short in this area which is surprising because he is an recognized economist. One of his references in great business success is no longer valid now. However, that failure does not invalidate his key point that there may be tremendous business opportunities in wellness for the foreseeable future. My wife and I have also owned and operated businesses and currently run a successful business. When I review his book from an entrepreneurial standpoint, it falls significantly short. He just scratches the service. Some of the book's information is too dated or not just current in the realities of the marketplace. That is going to happen with any book as time passes. My recommendation is for Paul to do another book that really focus' on the business opportunities and economics of the wellness industry in more depth for people. His book does an excellent job of describing the health issues and how wellness solves that. Lastly, I recommend that somehow this book be appended or updated with recent federal law events that conflict with Paul's recommendations. For example the Obamacare law has made it difficult if not impossible to get a high deductible insurance plan that is required to get a Health Savings Account. These are 2 significant recommendations that Paul makes but current federal law has all but eliminated. Overall, a good book. Hopefully Paul will continue to update us as he has (this is the updated version of the original book) with newer versions of the book to keep it relevant with the times.

4 of 4 people found the following review helpful. Wellness Revolution. Great History Socioeconomic Lessons. Great for US Citizens to read regarding healthcare issues.
By HolanThe Wellness Revolution is an economist's point of view of the current US Health Care system. If you are were wondering what the issue is, how it came to be, and what is a viable alternate solution to socialized health care, then this book is for you. And there are many parts to the solution. Chapter 6 is a great reference and summary of US Healthcare. Pilzer talks about how America got to the way it is in detail with the history. - How employee sponsored health insurance came to be. Why it worked then and why it was bound to cause huge problems for the citizens. - How the 1.3 Trillion dollar food industry and 2 Trillion dollar "sickness" industry play major roles in influencing peoples health through marketing, profit motive, and lobbyist in politics. - How consumerism plays a huge role in economy and how to look at how to determine what is a bad or good economy in an economists eyese.g. Home Prices are higher than ever. Did you know that the average home is more than twice the size as it was in the 1960s. Industrialization leads to lost jobs but people who lost there jobs find other areas to work with and the GDP continues to rise. - How health care works from a business person or employer's point of view. This is great for a person looking for a job seeing some factors that people may not know of. This is also great to understand what will happen if taxpayers take the role of an employer and become the sponsor of health care. - How health insurance is not a typical insurance ("in case the unexpected happens") e.g. insurance is used to pay for everything and is not like other insurance (automobile, home). over half the viagra prescriptions were covered by insurance when it was first released. insurance is used to pay for lifestyle diseases that people expect to get that is preventable people don't expect to get into a car accident or have house fire. Health: He identifies the problem in our food supply. We are mineral deficient and bombarded with sugars and fats. Money: He identifies that the solution does not lie in the governments hands but with people like you and me. He shares great tools like ConsumerLabs.com What I was surprised to see was missing: He gave lots of great examples of how agriculture, food industry, consumerism, and politics created a sick and obese America but he did not mention the example of High Fructose Corn Syrup. This information can be found on a UCSF College Lecture entitled Sugar: A Bitter Truth by Robert Lustig M.D. circulating on YouTube. Some slight information you should know that will keep you from being disappointed: This is not a "How To" guide. Paul Zane Pilzer gives many great examples of wellness revolutionaries who made a frotune (and some who didn't but paved a way) with very general advice on how to make a fortune. The book should be entitled The New Wellness Revolution: The Next Trillion Dollar Industry instead of "How to make a fortune..." Paul Zane Pilzer is a great writer and economist but..he is not a wellness guru. I like the examples he gives but if you have read countless wellness books on different topics, you will find that he chooses very popular examples that may not be cutting edge (then again it is a few years old). I was a little bothered by some of his very general examples but he made up for it on the topics he knows best. He does reference some people who may have some controversy but played huge roles in the revolution. He does his part as a business person and a wellness revolutionary. He will pitch a package for a Medical discount network HSA from his website. By no means, am I offended and am always open to seeing what's available. To see that he does his part is part of what he talks about, a revolution. I hope to see financial institutions offer HSAs with their financial planning packages in the future. Overall, I enjoyed this book and it is a great supplement to all my other wellness books. It is refreshing to see a a book on health as a business person rather than a medical professional or healer's point of view. Great if you want to be well rounded in the wellness industry.

0 of 0 people found the following review helpful.

Get Healthy and Make Money... They Making you sick and Getting rich off of you, so get some too. By Cynthia A. Williams Health and Wellness the Industry that is Booming cause people are sick and getting sicker. That means there is alot of money to be made in this industry. Big Pharma, DaVita, GMO Processors are getting filthy rich, you can have a piece of this trillion dollar pie but finding a Network marketing company doing health and wellness. It's a Win/win, you get healthy and make money. I suggest the Moringa company producing more results form the Tree of Life stated in Genesis 3 and Revelations 2,22. You have God's word on it. ([...] #200522)

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.

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.

From the Back Cover Praise for *The Wellness Revolution* "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." —Anthony Robbins, author *Awaken the Giant Within* and *Unlimited Power* "The *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 Wellness Revolution!*" —Ardath Rodale, Chairman, Rodale, Inc. publisher of *Prevention* and *Men's Health*

About the Author 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.