



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

*Paul Zane Pilzer*

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Read the Preface, Introduction, and Chapter 1 at [thewellnessrevolution.paulzaneplizer.com](http://thewellnessrevolution.paulzaneplizer.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.

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

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Author : Paul Zane Pilzer

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## **From Reader Review The New Wellness Revolution: How to Make a Fortune in the Next Trillion Dollar Industry for online ebook**

### **Tony says**

The wellness Revolution is a powerful book.

It help me to understand why we are always sick and depended on medication.

The FDA wants us to STAY SICK!

They want us to stay on drugs with aweful side affects.

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### **David Feinstein says**

The Wellness Revolution really is a revolution in itself. The knowledge that Paul Zane Pilzer expose and share is no less than mind blowing. Incredible that he has a capacity to look into so many areas of society. His sharp analysis are so inspiring. Where it is easy to be stuck and feel the pressure of pessimism, he opens totally new doors to see the progress instead.

This book is a must for anyone interested in how society develops and interested in creating a strong financial situation for oneself and society.

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### **Benson says**

Pilzer was prophetic in this book. TV shows like the Biggest Loser, the triathlon craze, and outrageous product offering on all things nutrition/wellness/exercise prove that Pilzer's prediction of the next trillion dollar industry is not a stretch. If nothing else, this is an intriguing read on how to capitalize on consumer trends.

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### **Taloot S. says**

Eat well do exercise live healthy.

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### **Lisa says**

This book goes into a perspective of wellness and society's role. I thought it was an ok book. There were some interesting parts as well as very dry boring parts. I was hoping to see if there was anything new I could learn, but almost all of the stuff I already knew. Many of the topics described in this book were also fads during the early 2007 and laws have also changed, making lots of the topic irrelevant for today. I did like that at the end of each chapters there were questions to ponder about and help you brain-storm ideas.

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### **Francisco Solano says**

A must if you want to know how the food and health care industries are taking advantage of us, and how you can profit from doing the opposite.

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### **Robin Allen says**

Mind-opener regarding this up-and-coming industry. Talks about our nutritionally deficient food supply, number of overweight and obese (now including children!), and demographic for this industry.

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### **Lorena says**

This book brought a new perspective of wellness as something the elite and the rich understand much better than the poor. I'd never thought of it that way. How unfortunate that the rich get richer in "health" and the poor get poorer, not only monetarily but in health also. What a tragedy!

Oddly enough, one of my favorite quotes from the book was not about wellness or business, it was about faith. He comments that God made a world where, "everything doesn't work out EACH time, but a world where everything does work out OVER time -- especially for those of us, like Job, with enough faith to follow our plan regardless of how much adversity we experience."(Pg. 202, instead of capital letters he used italics).

I really liked how he didn't get behind any one product or company, but that he was doing an overview of the health and wellness industry as a whole. He brings up some very good ideas for business opportunities.

He motivated me to press ahead with my own chosen career in the wellness industry. I recommend it to anyone interested in wellness careers.

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### **Mark Wright says**

This is an excellent book, extremely well researched and a must read for anyone serious about health and the truth behind the industries which have massive influence on the health of billions.

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### **Gary says**

There are some really interesting perspectives in this book. Hard to argue with a guy that has the qualifications and reputation that Mr. Pilzer has. I enjoyed this book, it made me think differently and analyze some of my thoughts.

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## **Ryan says**

My notes and quotes:

Pilzer's main point throughout the book is that we are shifting from emphasizing the sickness industry to the wellness industry. He begins with the reasons he thinks the wellness industry is ready to take off. Investors look at 5 factors for a new sector to become successful:

1) affordability, 2) legs (it will continue to sell once people know about it), 3) continual consumption, 4) universal appeal, 5) low consumption time.

He then explains the current health situation of most Americans (e.g. food companies market their products to low-income people and design food so it will be consumed in unhealthy amounts, and how the medical industry is designed to only treat sickness and prolong it so as to keep making money). Explains that the medical industry is arrogant because they think if they don't understand things that they have no merit (e.g. age-old wellness products and treatments). The baby boom generation is going to finance the wellness revolution because of their desire to maintain their youth.

He also goes into sources for increasing wellness (e.g. water, food, vitamins, etc.). Describes the problem with having governmental policies based on an agrarian society when it is no longer necessary. Goes into problems with dairy consumption and how it is based on ADA marketing rather on sound nutritional information. Explains the multitude of benefits from using soy products (e.g. soy milk). Mentions the need for regulation of wellness products (e.g. consumerlab.com).

Gives lots of examples of successful wellness entrepreneurs. Then goes into health insurance and the merits of getting wellness insurance. Goes into detail about why corporation provided health care is subsidized by the government and leads to our inefficient health-care system. Suggests getting a High Deductible Health Insurance Policy (HDHP) in order to use extra money to invest into a wellness savings account (WSA) or a medical savings account that the government is trying on a trial basis. Ends by emphasizing the tremendous opportunity as well as the great need (and demand) for an increased number of wellness products and services in the future.

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## **Kalle Wescott says**

This book is now 10+ years old.

It is well-researched and fairly comprehensive and also identifies an important trend that the author was one of the first to widely promote.

However, I didn't learn much from it. I was hoping for more insight than I received.

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## **Claudia Yahany says**

La economía, la salud y la cultura van de la mano, no es ninguna novedad (el libro tiene más de 10 años). Me hubiera gustado leerlo antes, pero las cosas se acomodan cuando deben acomodarse.  
Mucha información, muchas reflexiones y muchas instrucciones (también mucha tarea).

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**David says**

Review on Quantum Gardener

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**John says**

Paul Zane Pilzer lays out a thorough case for the wellness industry and paints an alarming picture of greed in the health care (sickness) industry. He falls into the trap of overstating some aspects however, apparently to overcome our inertia.

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