



The Health and Wellness Insider's Guide to Durable Trends, Fleeting Fads & Innovative Ideas

From The Radial Group's Leslie Nolen, the definitive roadmap to the thriving opportunities and looming challenges facing health and wellness businesses.

Uniquely comprehensive, yet crisp and fast-reading. The ONLY guide that addresses every sector, specifically for executives, investors, practitioners and media.

Individual chapters discuss:

- » Consumer health & wellness
- » Fitness, exercise & physical activity
- » Nutrition, food & healthful eating
- » Yoga & other mind-body practices
- » Complementary & alternative medicine
- » Conventional healthcare & medicine
- » Obesity & diabetes
- » Longevity, aging & older adults

Plus special features give you instant insight!



- 1 The Health & Wellness Continuum - our six-stage model of lifetime wellness
- 2 Dimensions of Health & Wellness - the five components of whole-person wellness
- 3 The Health & Wellness Toolbox - building blocks for consumer health and wellness solutions
- 4 The Trend Checklist - jump straight to the trends that matter most to your business
- 5 The Buzzword List - instant insight into the latest terminology & jargon
- 6 Essential Takeaways - eight themes which will define consumer health & wellness in 2012 and beyond
- 7 Sector Summaries - a "State of the Union" that highlights strategic shifts in each sector
- 8 Foundational Principles - seven drivers which will distinguish the wellness business of the future

