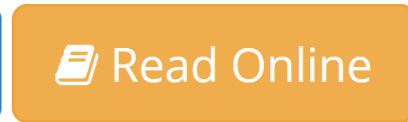


The Entrepreneurial Nutritionist (Point (Lippincott Williams & Wilkins))

By Kathy King RD LD



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Now in its Fourth Edition, **The Entrepreneurial Nutritionist** gives practical advice on how to start and grow a private practice or consulting business. Timely topics covered include service marketing, consulting on the Web, new ethical and legal problems, ownership issues, and how to create your retirement. The book presents strategies from top nutrition entrepreneurs. An additional feature: 44 pages of sample business forms and sample contracts, letters of agreement, promotion letters, and legal forms.

This edition includes results of the first-ever worldwide survey of entrepreneurial dietitians, conducted by the author—approximately 1,335 dietetics professionals were surveyed on how much it cost to get started, what they charge for various services, and their most successful marketing ideas. New case studies by top practitioners are also included.

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