



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

By Kathy King RD LD

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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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