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Sweat Equity goes inside the multibillion dollar trend toward endurance sports and fitness to discover who's driving it, who's paying for it, and who's profiting. Bloomberg's Jason Kelly, author of The New Tycoons, profiles the participants, entrepreneurs, and investors at the center of this movement, exp

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Sweat Equity: Inside the New Economy of Mind and Body 3rd July 2016 Sweat Equity, by Jason Kelly, offers a fascinating insight into the world of endurance sport from an economic perspective. As triathletes are renowned for spending money on training, equipment, coaching, events

Sweat Equity: Inside the New Economy of Mind and Body by ...

Sweat Equity goes inside the multibillion dollar trend toward endurance sports and fitness to discover who's driving it, who's paying for it, and who's profiting.

Sweat Equity: Inside the New Economy of Mind and Body ...

Jason Kelly's book, "Sweat Equity: Inside the New Economy of Mind and Body," chronicles stories of entrepreneurs and investors who have helped turn fitness into who we are, not just something we do.

Sweat Equity Definition - investopedia.com

Sweat Equity, through the stories of men and women inside the most influential races and companies, goes to the heart of the movement where mind, body, and big money collide.

Jason Kelly | Bloomberg Media Talent | Bloomberg L.P.

Sweat Equity goes inside the multibillion dollar trend toward endurance sports and fitness to discover who's driving it, who's paying for it, and who's profiting. Bloomberg's Jason Kelly, author of The New Tycoons, profiles the participants, entrepreneurs, and investors at the center of this movement, exploring this phenomenon in which a surge of people - led by the most affluent - are becoming increasingly obsessed with looking and feeling better.

An excerpt from Jason Kelly's 'Sweat Equity -- Inside the ...

Sweat Equity: Inside the New Economy of Mind and Body Jason Kelly is the New York Bureau Chief of Bloomberg, overseeing more than 1,200 journalists at the company's world headquarters. He is also the co-host of "Bloomberg Businessweek," airing on Bloomberg Radio daily from 2pm-5pm ET and weekly on Bloomberg Television.

Amazon.com: Sweat Equity: Inside the New Economy of Mind ...

"Sweat Equity: Inside the New Economy of Mind and Body" (Wiley, April 2016) explores the rise of the health and wellness movement through the eyes of those who are driving, paying for and profiting from it. Whether its technology, nutrition plans or new workout fads, enormous market opportunities exist for those bold enough to invest in the business of health, lifestyle and well-being.

Wiley: Sweat Equity: Inside the New Economy of Mind and ...

Buy Sweat Equity - Inside the New Economy of Mind and Body by Jason Kelly | 9781118914595 | 2016 from Kogan.com. Go inside the trend that spawned a multi-billion dollar industry for the top five percent Sweat Equity goes inside the multibillion dollar trend toward endurance sports and fitness to discover who's driving it, who's paying for it, and who's profiting.

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