



The Jenny Craig Story: How One Woman Changes Millions of Lives (Hardback)

By Jenny Craig

John Wiley and Sons Ltd, United States, 2004. Hardback. Book Condition: New. 234 x 160 mm. Language: English . Brand New Book. A fascinating insight into the world of big business and how a little Cajun girl from New Orleans can achieve great success in this country. --Dick Van Patten, actor (Eight Is Enough) Jenny Craig s story is a splendid example of what can be accomplished in our entrepreneurial society with dedication and hard work. Jenny s spirit, determination, and focus on providing service to her clients enabled her to create a leading weight-control company and help millions of people. Her journey is an American success story. --Steven N. Blair, President and CEO, The Cooper Institute Jenny Craig is a pioneer in delivering nutritious, portion-controlled food, now recognized as one of the most powerful dietary weight-loss tools, in the context of a comprehensive program to change one s lifestyle. The story of her success in building a multinational weight-management program can serve as an inspiration to other women (and men) who have the capacity for the hard work needed to carry their creative ideas to fruition. This is a book well worth reading. --Frank Greenway, MD, Medical Director and...

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