

Market Research on Ancestral Diet Books

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1 Introduction

The paleolithic diet (abbreviated paleo diet or paleodiet), also popularly known as the caveman diet, Stone Age diet and hunter-gatherer diet, is a modern nutritional plan based on the presumed ancient diet of wild plants and animals that various hominid species habitually consumed during the Paleolithic era—a period of about 2.5 million years which ended around 10,000 years ago with the development of agriculture and grain-based diets. In common usage, the term "paleolithic diet" can also refer to actual ancestral human diets, insofar as these can be reconstructed.

The Paleolithic diet consists of foods that can be hunted and fished, such as meat, offal, and seafood, and foods that can be gathered, such as eggs, insects, fruit, nuts, seeds, vegetables, mushrooms, herbs, and spices. Some sources advise eating only lean cuts of meat, free of food additives, preferably wild game meats and grass-fed beef since they contain higher levels of omega-3 fats compared with grain-produced domestic meats.

According to certain proponents of the Paleolithic diet, practitioners should derive about 56–65% of their food energy from animal foods and 36–45% from plant foods. They recommend a diet high in protein (19–35% energy) and relatively low in carbohydrates (22–40% energy), with a fat intake (28–58% energy) similar to or higher than that found in Western diets.

More than 70% of the total daily energy consumed by all people in the United States comes from foods such as dairy products, cereals, refined sugars, refined vegetable oils and alcohol. Advocates of the Paleolithic diet assert these foods contributed little or none of the energy in the typical pre-agricultural hominin diet. Proponents of this diet argue that excessive consumption of these novel Neolithic and industrial-era foods is responsible for the current epidemic levels of obesity, cardiovascular disease, high blood pressure, type 2 diabetes, osteoporosis and cancer in the US and other contemporary Western populations.

The book regards ancestral diet will help readers to lose weight, increase energy and reverse disease by understanding the principles of the ancestral diet, creating a customized diet plan for themselves and following this diet and lifestyle program.

2 Target Audience

The Target Audience for these kind of paleo diet books are the people who want to lose fat and stay young, all while avoiding cancer, diabetes, heart disease, and a host of other illnesses, who wants to increase their energy level, who want to live healthier life including adults, old people, children.

2.1 Primary Customers

Primary Customers are the people who affected by Obesity-related conditions include heart disease, stroke, diabetes and certain types of cancer, some of the leading causes of preventable death and the people who wants to live healthier life particularly for old people.

US Chronic Diseases Statistics Report

Asthma

- 7.1 million (9.5%) U.S. children have asthma
- 10.5 million school days were missed due to asthma among children 5-17 years old in 2008
- 754,000 emergency department visits were related to child asthma in 2004
- 18.9 million (8.2%) U.S. adults have asthma
- 1.8 million visits to emergency departments were related to asthma in 2004

Alzheimer's Disease

- 7,900 (7.5%) hospice patients have Alzheimer's as a primary diagnosis
- 231,900 (15.5%) nursing home residents have Alzheimer's Disease
- 83,494 annual deaths are due to Alzheimer's Disease
- Cause of Death Rank: 6
- Americans may have Alzheimer's disease

Breast Cancer

- In 2009, 211,731 women were diagnosed with breast cancer in the U.S.
- 40,676 cancer deaths occurred in the U.S. in 2009
- 2,591,855 American women were alive in 2007 who had a history of breast cancer
- Breast cancer in the United States is the most common cancer in women, no matter your race or ethnicity

Diabetes

- 11.9% of adults 20 years+ have diabetes (diagnosed or undiagnosed)
- 8.5% of adults 20 years+ have diagnosed diabetes
- 37.3 million medical visits have diabetes as a primary diagnosis
- 362,000 (24%) nursing home residents have diabetes in the U.S.
- 69,071 annual deaths are due to diabetes in the U.S.
- Cause of Death Rank: 7
- \$174 billion is the estimated total annual cost of diabetes in America \$116 billion is the total direct annual medical costs due to diabetes in the U.S.
- \$58 billion is the total indirect annual costs (disability, work loss, premature mortality) due to diabetes in the U.S.
- 25.8 million people in the U.S. have diabetes
- 7 million people have undiagnosed diabetes in the U.S.
- 1.9 million: Number of new cases of diabetes diagnosed in people aged 20 years+ in 2010
- 1 in 3: Ratio of Americans who will develop diabetes by 2050

Epilepsy

- About 2.8 million Americans are affected by Epilepsy
- 10% of people will experience a seizure sometime during their lifetime
- 150,000 new cases of epilepsy are diagnosed in the United States annually
- \$15.5 billion: Estimated annual medical costs and lost or reduced earnings and production due to Epilepsy in the U.S.

Food & Fitness

- 69.2% of adults age 20 years+ are overweight or obese
- 35.9% of adults age 20 years+ are obese
- 18.4% of adolescents age 12-19 years are overweight
- 18% of children age 6-11 years are overweight
- 12.1% of children age 2-5 years are overweight
- 21% of adults engaged in regular aerobic and muscle-strengthening leisure-time activities in the U.S. in 2011
- 48% of adults met neither the aerobic nor muscle-strengthening guidelines for physical activity in the U.S. in 2011

Heart Disease

- 26.5 million (11.5%) adults have heart disease in the United States
- 12.4 million annual medical visits and 2 million annual hospital outpatient department visits have heart disease as primary diagnosis in the U.S.
- 135,700 (9.3%) home healthcare patients with heart disease as primary diagnosis
- 597,689 annual deaths are due to heart disease in the U.S.
- Cause of death rank: 1

Geographic Variations

Geographic variations are presented for the four most common cancers.

Female Breast Cancer

The incidence rate for the United States is 118.7. Incidence rates are highest in the Northeast U.S. Census region (125.2), followed by the West (118.3) and South (116.2).

The death rate for the United States is 21.9.

Death rates are highest in the Midwest and South U.S. Census regions (22.4), followed by the Northeast (21.9) and West (20.7).

Prostate Cancer

- The incidence rate for the United States is 126.1. Incidence rates are highest in the Northeast U.S. Census region (138.4), followed by the South (123.4) and West (123.3).
- The death rate for the United States is 21.8.
- Death rates are highest in the South U.S. Census region (22.2), followed by the Midwest (21.9), West (21.5), and Northeast (21.3).

Lung Cancer

Men

- The incidence rate for the United States is 74.1. Incidence rates are highest in the South U.S. Census region (82.3), followed by the Northeast (72.5) and West (56.6).
- The death rate for the United States is 60.1. Death rates are highest in the South U.S. Census region (68.0), followed by the Midwest (64.5), Northeast (55.9), and West (45.9).

Women

- The incidence rate for the United States is 52.4. Incidence rates are highest in the Northeast U.S. Census region (55.4), followed by the South (53.5) and West (43.9).
- The death rate for the United States is 37.9. Death rates are highest in the Midwest U.S. Census region (41.2), followed by the South (39.4), Northeast (37.6), and West (32.4).

Colorectal (Colon) Cancer

Men

- The incidence rate for the United States is 46.4.
- Incidence rates are highest in the Northeast U.S. Census region (47.4), followed by the South (46.7) and West (43.0).
- The death rate for the United States is 18.7.
- Death rates are highest in the Midwest and South U.S. Census regions (19.5), followed by the Northeast (18.5) and West (17.1).

Women

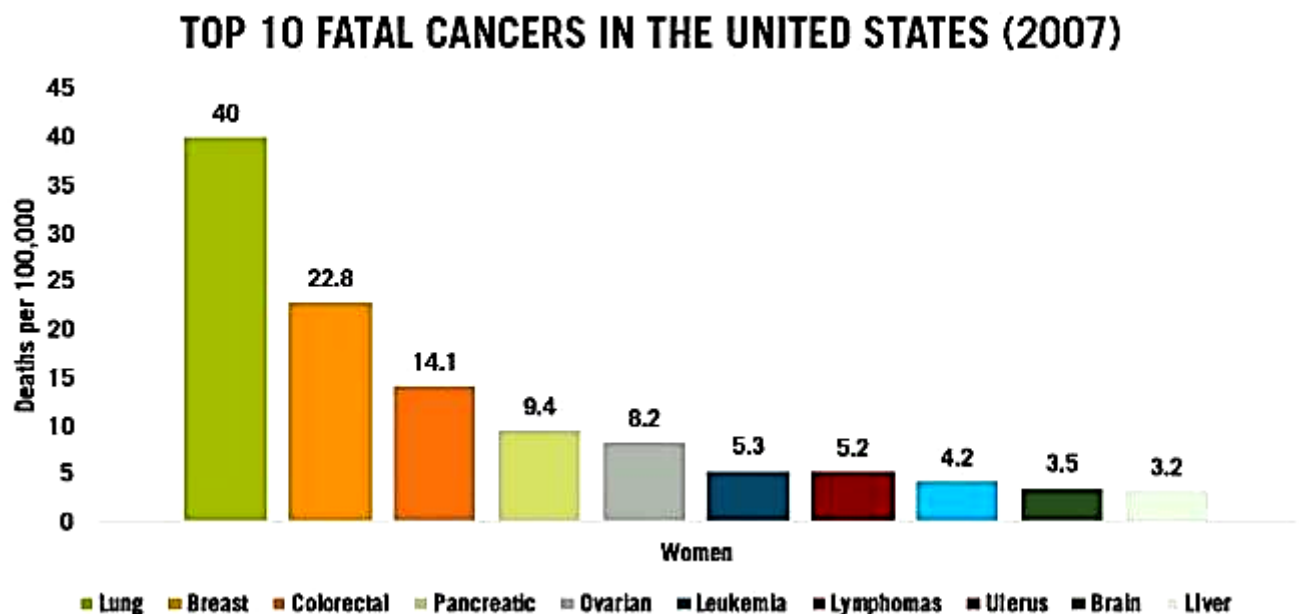
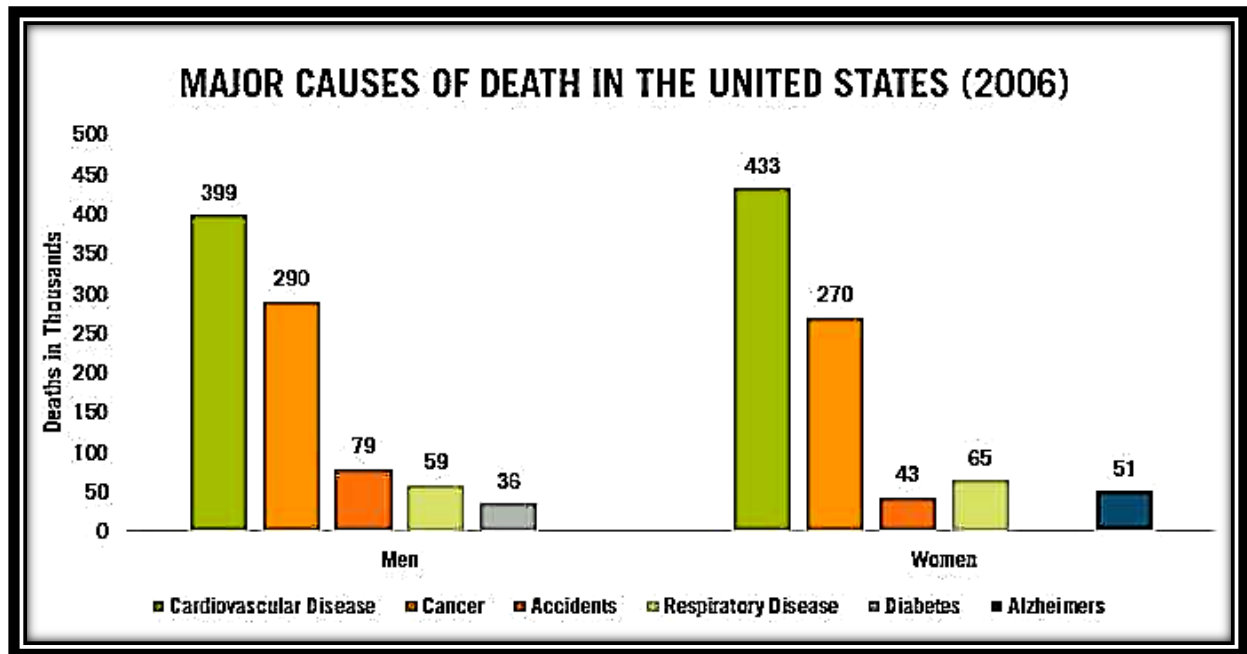
- The incidence rate for the United States is 35.4. Incidence rates are highest in the Northeast U.S. Census region (37.1), followed by the South (34.9) and West (33.6).
- The death rate for the United States is 13.0. Death rates are highest in the Midwest U.S. Census region (13.7), followed by the Northeast and South (13.0), and West (11.9).

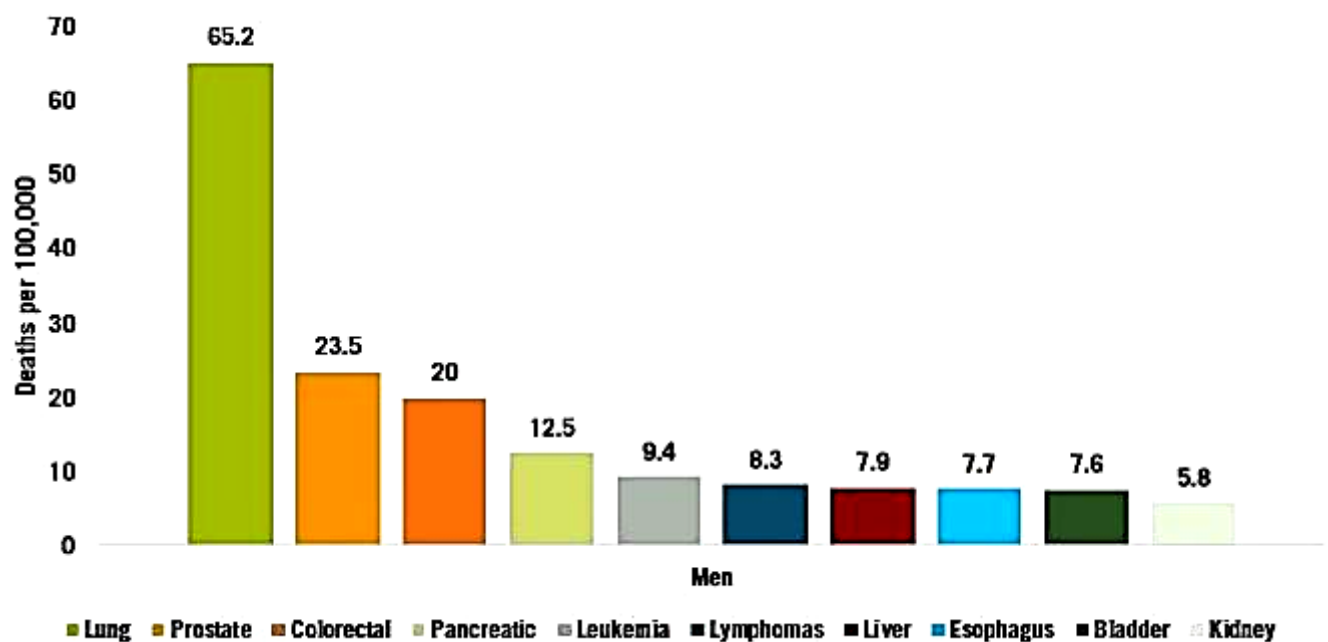
BREAST CANCER AND OTHER CANCERS: DISEASES OF WESTERN CIVILIZATION?

Although many women fear breast cancer, and rightly so, the greatest risk to health for both men and women comes not from cancers, but from cardiovascular disease. In the figure below, you can see that the leading cause of death in the U.S. is cardiovascular disease followed by cancer.¹ In both men and women cardiovascular disease plus cancer cause a little over 60% of all deaths from all causes combined. The good news here is that the Paleo Diet contains numerous nutritional elements which can greatly reduce your risk of contracting both of these diseases.

There is no doubt that breast cancer is a serious illness which in many cases can be life threatening. In the two charts below, I have listed the top 10 causes of cancer deaths in the U.S. in 2007.⁵ Note that for both men and women, lung cancer is responsible for nearly

twice as many fatalities as the next leading cancer deaths (breast cancer for women and prostate cancer for men). Almost all lung cancer is caused by smoking and consequently is entirely preventable by simply eliminating this nasty habit.





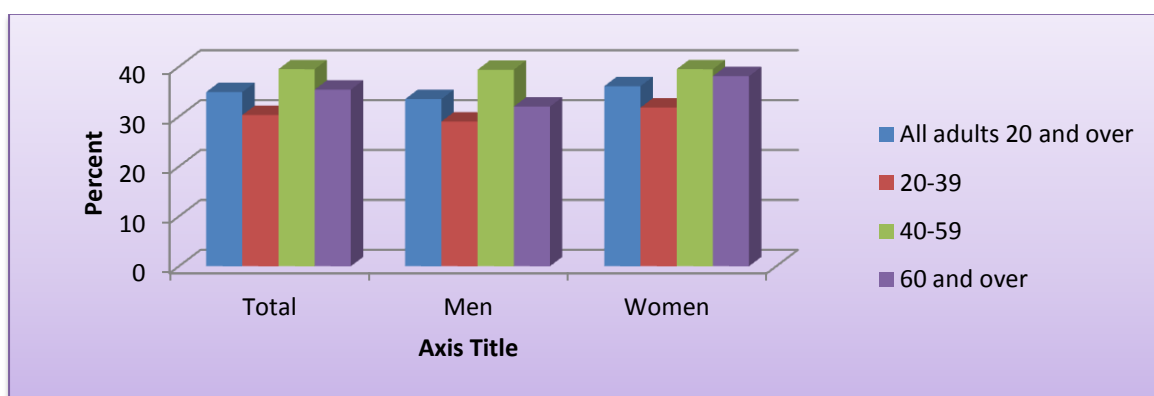
Diabetes

- Among U.S. residents aged 65 years and older, 10.9 million, or 26.9%, had diabetes in 2010.
- About 215,000 people younger than 20 years had diabetes (type 1 or type 2) in the United States in 2010.
- About 1.9 million people aged 20 years or older were newly diagnosed with diabetes in 2010 in the United States.
- In 2005–2008, based on fasting glucose or hemoglobin A1c levels, 35% of U.S. adults aged 20 years or older had prediabetes (50% of adults aged 65 years or older). Applying this percentage to the entire U.S. population in 2010 yields an estimated 79 million American adults aged 20 years or older with prediabetes.
- Diabetes is the leading cause of kidney failure, nontraumatic lower-limb amputations, and new cases of blindness among adults in the United States.
- Diabetes is a major cause of heart disease and stroke.
- Diabetes is the seventh leading cause of death in the United States.

What was the prevalence of obesity among adults in 2011–2012?

More than one-third (age-adjusted 34.9%, crude 35.1%) of U.S. adults were obese in 2011–2012. Overall, the prevalence of obesity among middle-aged adults aged 40–59 was higher than among younger adults aged 20–39 or older adults aged 60 and over (Figure 1).

Figure 1. Age-adjusted prevalence of obesity, by sex and age group, among adults aged 20 and over: United States, 2011–2012



Data from the National health and Nutrition Examination Survey, 2011–2012

More than one-third (34.9%) of adults were obese in 2011–2012.

In 2011–2012, the prevalence of obesity was higher among middle-aged adults (39.5%) than among younger (30.3%) or older (35.4%) adults.

The overall prevalence of obesity did not differ between men and women in 2011–2012.

Among non-Hispanic black adults, however, 56.6% of women were obese compared with 37.1% of men.

In 2011–2012, the prevalence of obesity was higher among non-Hispanic black (47.8%), Hispanic (42.5%), and non-Hispanic white (32.6%) adults than among non-Hispanic Asian adults (10.8%).

The prevalence of obesity among adults did not change between 2009–2010 and 2011–2012.

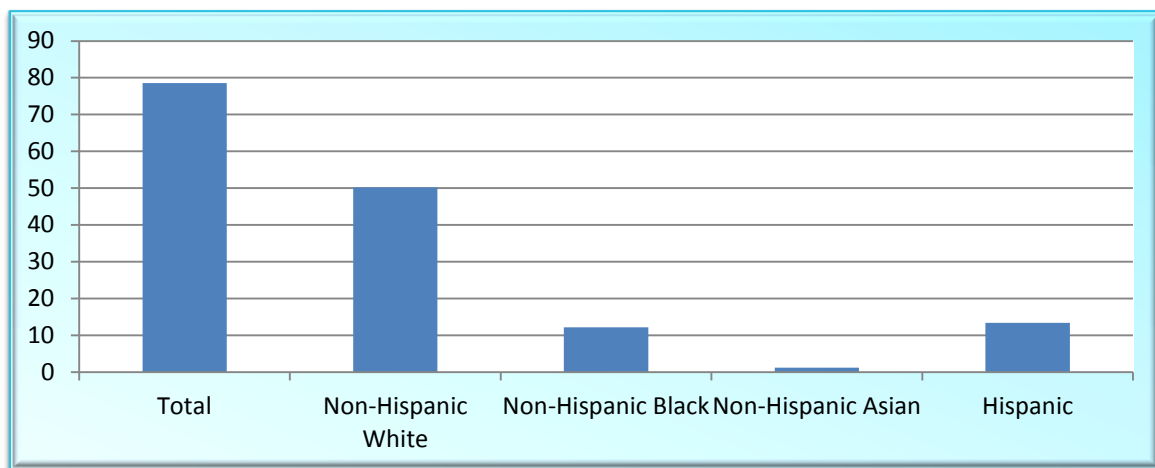
Men aged 40–59 had a higher prevalence of obesity (39.4%) than did men aged 20–39 (29.0%) and men aged 60 and over (32.0%). However, there was no difference in the prevalence of obesity between men aged 20–39 and those aged 60 and over. Among women, the prevalence of obesity did not differ between those aged 40–59 and 60 and over

(39.5% compared with 38.1%). The prevalence of obesity among younger women was lower than among either middle-aged or older women.

How many adults were obese in 2011–2012?

As in 2009–2010 (3), more than 78 million adults were obese in 2011–2012. The majority of these obese adults (more than 50 million) were non-Hispanic white (Figure 3).

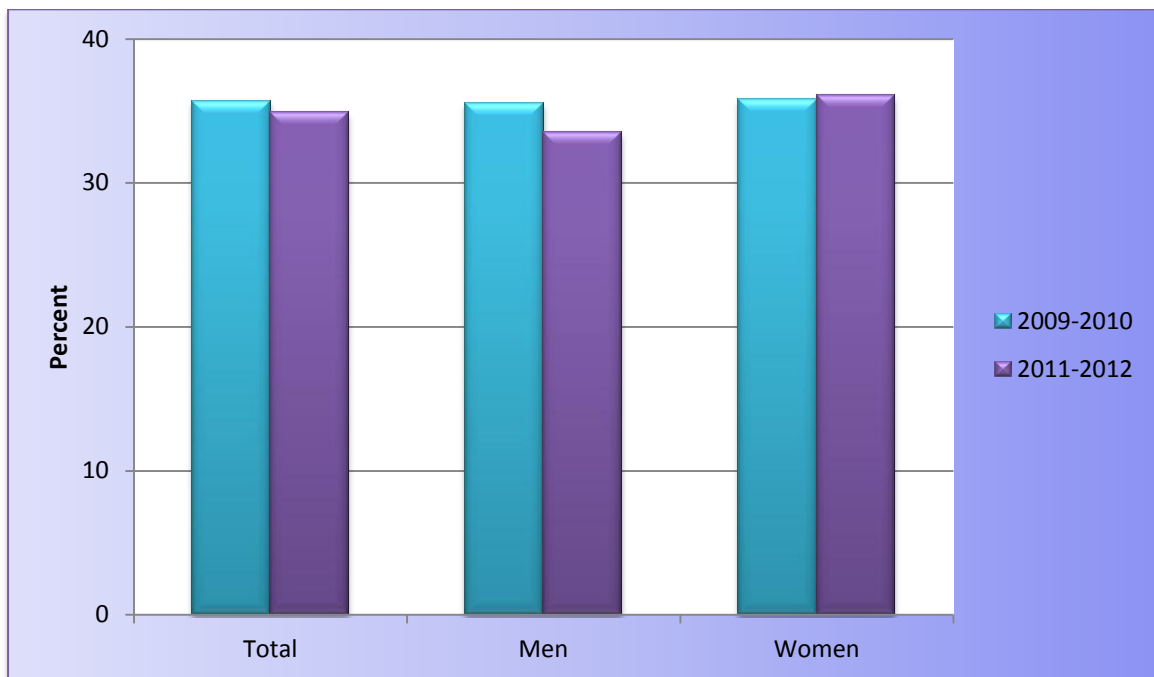
Figure 3. Number of obese adults aged 20 and over, by race and Hispanic origin: United States, 2011–2012.



Did the prevalence of obesity change between 2009–2010 and 2011–2012?

There was no significant change in obesity prevalence between 2009–2010 and 2011–2012 among either men or women. In 2011–2012, the prevalence of obesity among men was 33.5%, compared with 35.5% in 2009–2010. Among women, obesity prevalence was 36.1% in 2011–2012 and 35.8% in 2009–2010.

Figure 4. Age-adjusted prevalence of obesity, by sex, among adults aged 20 and over: United States, 2009–2010 and 2011–2012.



Obesity and Overweight

(Data are for the U.S.)

- Percent of adults age 20 years and over who are obese: 35.9% (2009-2010)
- Percent of adults age 20 years and over who are overweight, including obesity: 69.2% (2009-2010)
- Percent of adolescents age 12-19 years who are obese: 18.4% (2009-2010)
- Percent of children age 6-11 years who are obese: 18.0% (2009-2010)
- Percent of children age 2-5 years who are obese: 12.1% (2009-2010)

Adult Obesity Facts

- Obesity is common, serious and costly
- More than one-third of U.S. adults (35.7%) are obese.
- Obesity-related conditions include heart disease, stroke, type 2 diabetes and certain types of cancer, some of the leading causes of preventable death.

- The estimated annual medical cost of obesity in the U.S. was \$147 billion in 2008 U.S. dollars; the medical costs for people who are obese were \$1,429 higher than those of normal weight.

Obesity affects some groups more than others

Non-Hispanic blacks have the highest age-adjusted rates of obesity (49.5%) compared with Mexican Americans (40.4%), all Hispanics (39.1%) and non-Hispanic whites (34.3%)

Obesity and socioeconomic status

- Among non-Hispanic black and Mexican-American men, those with higher incomes are more likely to be obese than those with low income.
- Higher income women are less likely to be obese than low-income women.
- There is no significant relationship between obesity and education among men. Among women, however, there is a trend—those with college degrees are less likely to be obese compared with less educated women.
- Between 1988–1994 and 2007–2008 the prevalence of obesity increased in adults at all income and education levels.

Obesity prevalence in 2012 varies across states and regions

- By state, obesity prevalence ranged from 20.5% in Colorado to 34.7% in Louisiana in 2012. No state had a prevalence of obesity less than 20%. Nine states and the District of Columbia had prevalence between 20-25%. Thirteen (13) states (Alabama, Arkansas, Indiana, Iowa, Kentucky, Louisiana, Michigan, Mississippi, Ohio, Oklahoma, South Carolina, Tennessee, and West Virginia) had a prevalence equal to or greater than 30%.
- Higher prevalences of adult obesity were found in the Midwest (29.5%) and the South (29.4%). Lower prevalences were observed in the Northeast (25.3%) and the West (25.1%).

Self-Reported Obesity among U.S. Adults in 2012

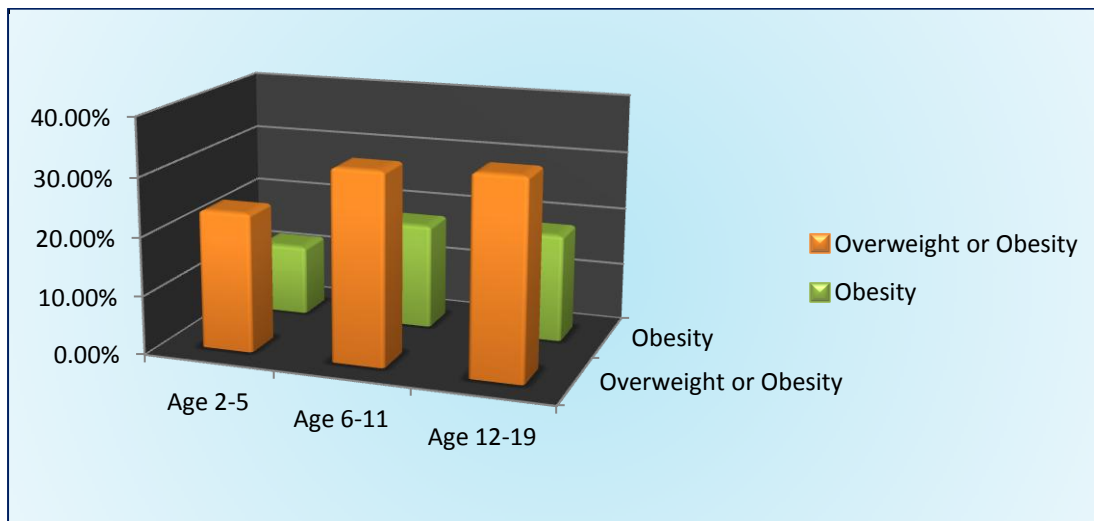
- No state had a prevalence of obesity less than 20%.
- Nine states and the District of Columbia had a prevalence between 20–<25%.
- Thirteen states (Alabama, Arkansas, Indiana, Iowa, Kentucky, Louisiana, Michigan, Mississippi, Ohio, Oklahoma, South Carolina, Tennessee, and West Virginia) had a prevalence equal to or greater than 30%.

Data and Statistics

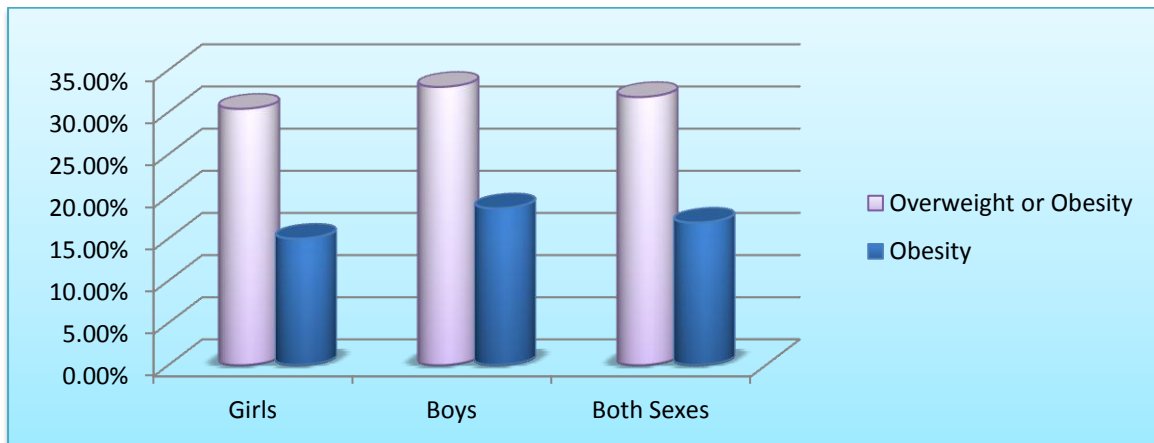
Obesity rates among all children in the United States

(Data from the National Health and Nutrition Examination Survey)

Percentage by Age Group, Ages 2–19



Percentage by Sex, Ages 2–19



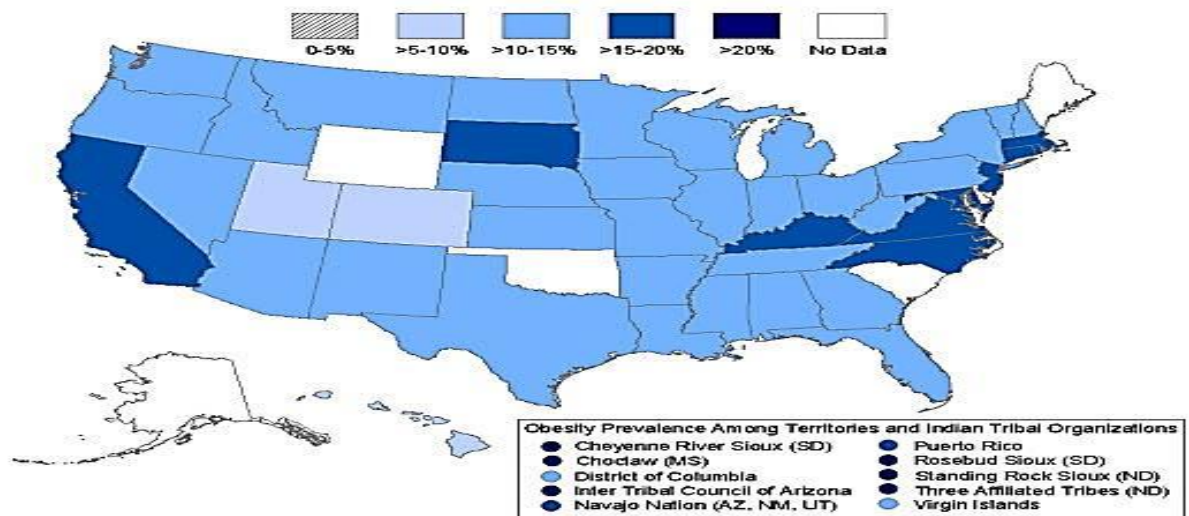
- Approximately 17% (or 12.5 million) of children and adolescents aged 2–19 years are obese.
- Since 1980, obesity prevalence among children and adolescents has almost tripled.
- There are significant racial and ethnic disparities in obesity prevalence among U.S. children and adolescents. In 2007–2008, Hispanic boys, aged 2 to 19 years, were significantly more likely to be obese than non-Hispanic white boys, and non-Hispanic black girls were significantly more likely to be obese than non-Hispanic white girls.

Obesity rates among low-income preschool children

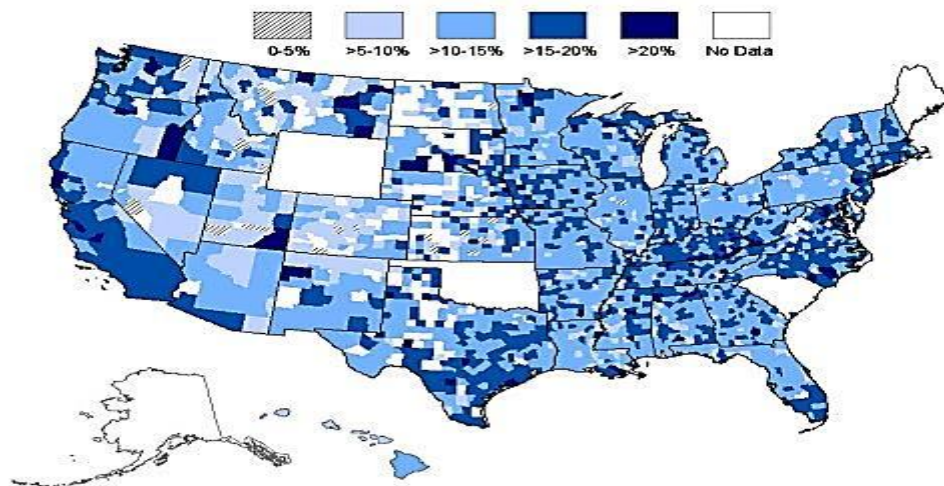
(Data are from the Pediatric Nutrition Surveillance System, which CDC discontinued in 2012; see www.cdc.gov/pednss)

- 1 of 7 low-income, preschool-aged children is obese.
- County obesity rates are variable within states. Even states with the lowest prevalence of obesity have counties where many low-income children are obese and at risk for chronic disease.

2011 State Prevalence Among Low-Income Children Aged 2 to 4 Years



2009—2011 County Obesity Prevalence Among Low-Income Children Aged 2 to 4 Years



Data from the National Health and Nutrition Examination Survey, 2009–2010

More than 2 in 3 adults are considered to be overweight or obese.

More than 1 in 3 adults are considered to be obese.

- More than 1 in 20 adults are considered to have extreme obesity.
- About one-third of children and adolescents ages 6 to 19 are considered to be overweight or obese.
- More than 1 in 6 children and adolescents ages 6 to 19 are considered to be obese.

Heart Disease: Scope and Impact

- Heart disease is the number one cause of death for both men and women in the United States, claiming approximately 1 million lives annually.
- Every 33 seconds someone in the United States dies from cardiovascular disease which is roughly the equivalent of a September 11th-like tragedy repeating itself every 24 hours, 365 days a year.
- More die of heart disease than of AIDS and all cancers combined.
- By 2020, heart disease will be the leading cause of death throughout the world.
- This year more than 920,000 Americans will have a heart attack; nearly half of them will occur without prior symptoms or warning signs.
- 250,000 Americans die annually of Sudden Cardiac Death –680 every day of the year.
- One-half of the victims of Sudden Cardiac Death are under the age of 65.
- An estimated 80 million Americans have one or more types of heart disease.
- About 8.9 million Americans have chest pain (angina) caused by reduced blood flow to the heart muscle which occurs when the coronary arteries become blocked with a build-up of plaque.
- Currently about 7.9 million Americans are alive who have had a heart attack.
- In 2008, the total cost of cardiovascular disease (coronary heart disease, hypertensive disease, heart failure and stroke) in the U.S. was estimated at \$448.5 billion. (This includes direct costs such as costs of doctors, hospital services, medications, etc., and indirect costs such as lost productivity.) In comparison, the estimated economic cost of cancer in 2007 was \$219 billion.

Women & Heart Disease

- Women account for just over half of the total heart disease deaths in the United States each year, although many women continue to think of heart disease as a man's disease.
- Worldwide, 8.6 million women die from heart disease each year, accounting for a third of all deaths in women.
- 42% of women who have heart attacks die within 1 year, compared to 24% of men.
- Under age 50, women's heart attacks are twice as likely as men's to be fatal.
- 8 million women in the US are currently living with heart disease; 35,000 are under age 65. Four million suffer from angina.
- 435,000 American women have heart attacks annually; 83,000 are under age 65; 35,000 are under 55.
- 267,000 women die each year from heart attacks - six times more than the number of women who die from breast cancer.

2.2 Secondary Customers

The Secondary Customers are dietitians and anthropologists. Dietitians are experts in food and nutrition ("dietetics"). They advise people on what to eat in order to lead a healthy lifestyle or achieve a specific health-related goal. They work in a variety of settings from clinical to community and public policy to media communications. A growing number of dietitians work with food and nutrition industry and business, journalism, sports nutrition, corporate wellness programs and other non-traditional work settings. An anthropologist is a person with an extensive knowledge of anthropology who uses this knowledge in their work, typically to solve problems specific to humanity. There is a sense in which every human being is an anthropologist, if we accept a very humanistic and generous interpretation. This is to say that every human being is related to others and has a unique way of life.

2.3 Tertiary Customers

Tertiary customers are who don't really want to follow the kind of paleo diet books but they have some benefit by these kinds of books. They are not the direct customers but Indirect Customers. For example, Medical Colleges, Libraries, Medical Institutions, and Research Institutions. Sometimes the Book stores also have these books to sale for particular customers like paliet diet followers whoever wants to live with nature.

Educational Level

Table shows that Educational Attainment of the Population 25 Years and Over, by Selected Characteristics: 2013

Both Sexes	Total	Educational Attainment								
		None - 8th grade	9th - 11th grade	High school graduate	Some college no degree	Associat e's degree	Bachelor's degree	Master's degree	Professi onal degree	Doctor al degree
Total	206899	9922	14595	61704	34805	20367	41575	17395	3066	3470
Marital Status										
Married Spouse Present	1,20,221	4,949	6,669	34,353	18,810	12,261	26,412	12,042	2,233	2,492
Married Spouse Absent, not separated	3,203	429	374	941	403	212	479	254	32	79
Separated	5,149	398	696	1,682	984	505	588	213	40	43
Widowed	14,299	1,570	1,672	5,432	2,134	1,065	1,537	699	87	105
Divorced	25,105	851	1,873	7,975	5,333	2,840	4,107	1,542	243	341
Never Married	38,922	1,725	3,311	11,321	7,142	3,484	8,453	2,645	432	410

US Literacy Statistics 2013

U.S. Illiteracy Statistics	Data
Percent of U.S. adults who can't read	14 %
Number of U.S. adults who can't read	32 Million
Percent of U.S. adults who read below a 5th grade level	21 %
Percent of prison inmates who can't read	63 %
Percent of high school graduates who can't read	19 %
Global Illiteracy	
Number of people worldwide who can't read	774 Million
Percent of the worlds illiterate who are female	66 %

US Book Readers Statistics 2013

Reading Statistics	
Total percent of U.S. population that has specific reading disorders	15%
Total percentage of american adults who can't understand the labels on their prescriptions	46%
Total percent of young people who claim they read more than 10 books a year	56%
Total percentage of U.S. adults who are unable to read an 8th grade level book	50%
Total amount of words read annually by a person who reads 15 minutes a day	1 million
Total percent of U.S. high school graduates who will never read a book after high school	33%
Total percentage of college students who will never read another book after they graduate	42%
Total percentage of U.S. families who did not buy a book this year	80%
Total percentage of adults that have not been in a book store in the past 5 years	70%

Total percentage of books started that aren't read to completion	57%
Total percent of U.S. students that are dyslexic	15%
Total percentage of NASA employees that are dyslexic	50%
Total number of U.S. inmates that are literate	15%

Library Statistics

- Public libraries lend 262.7 million books a year
- This breaks down into: 91.6 million children's books; 116 million adult fiction; 54.6 million adult non-fiction
- There are 10.3 million active borrowers
- The UK's busiest library is the Norwich Millennium, which had 1,273,416 visitors in 2012-13

Adult demographics

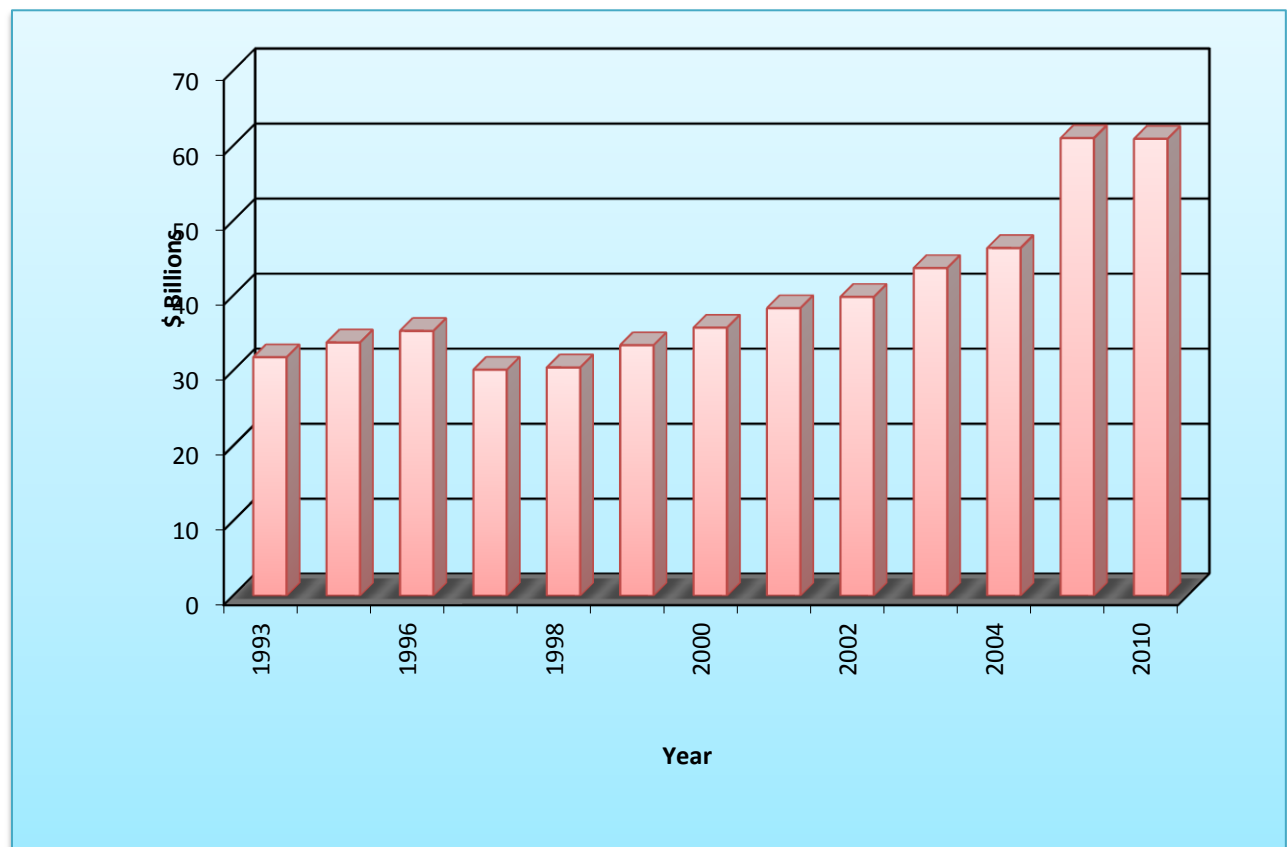
- Women (41.8%) are more likely than men (29.9%) to use the library
- 36% of adults used the library in the last 12 months
- Adults who are not working have higher rates of library attendance (39%) than those who are working 33.9%
- People in the upper socio-economic groups (37.9%) are more likely to use the library than those in the lower socio-economic groups (32.9%)
- Adults from black and minority ethnic communities (46.5%) have higher rates of library attendance than white adults (34.6%)

Value of the Major Market Segments

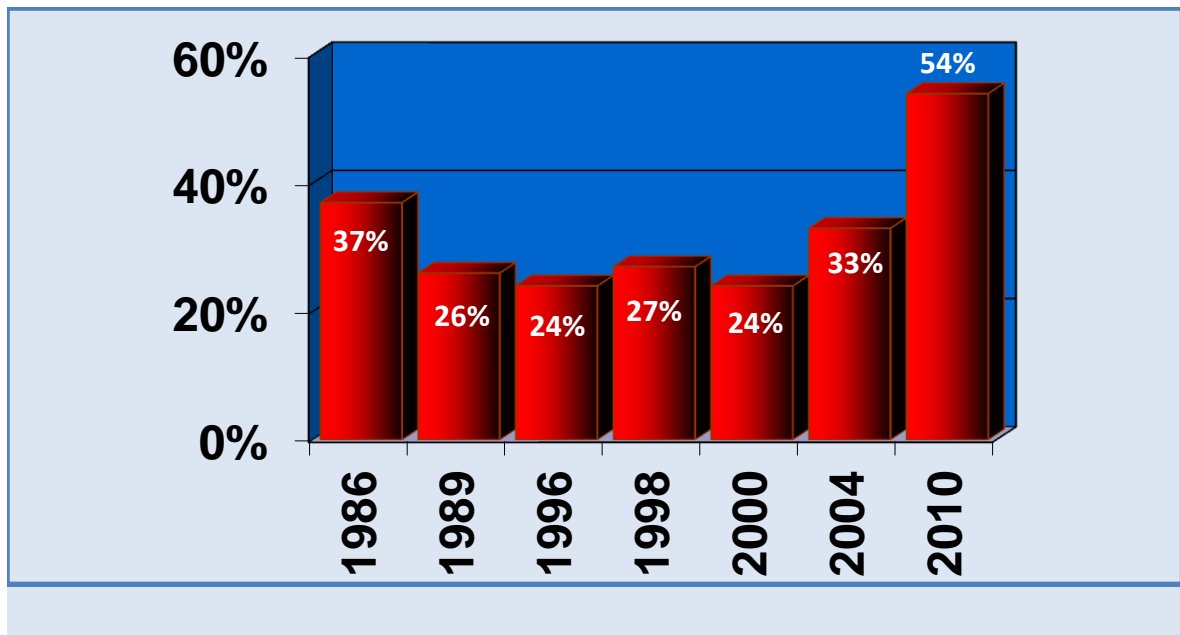
(\$ Billions)	2009	2011	2012
Diet Soft Drinks	\$21.06	\$21.78	\$22.15
Artificial Sweeteners	2.48	2.60	2.66
Diet Foods (dinners only)	2.27	2.40	2.16

Commercial Centers/Chains	3.23	3.42	3.42
Medical Programs	2.47	2.42	
Bariatric Surgery	3.36	2.97	2.85
Retail Meal Replacements, Appetite Suppressants	2.75	2.72	2.78
Health Clubs	19.5	21.4	22.0
Diet Books, Exercise Videos	1.21	1.02	1.13
Total:	58.03	60.56	61.56

Historical Value of the Diet Market



American Adults on a Diet



- Demographics of Dieters: 2012
- 82% are now do-it-yourselfers. 108 million total U.S. dieters.
- Dieters become more value-conscious, looking for discounts, specials, help with financing.
- Dieters seeking more flexibility in programs.
- Direct-to-consumer sales more popular. Preference for anonymous mail order & MLM, websites.
- Social media & community features more important to dieters (chat, forums, mobile apps, peers).
- Greater weight gain during the “great recession” vs. past recessions. clients heavier, more diabetes.
- More interest by: men, seniors, children

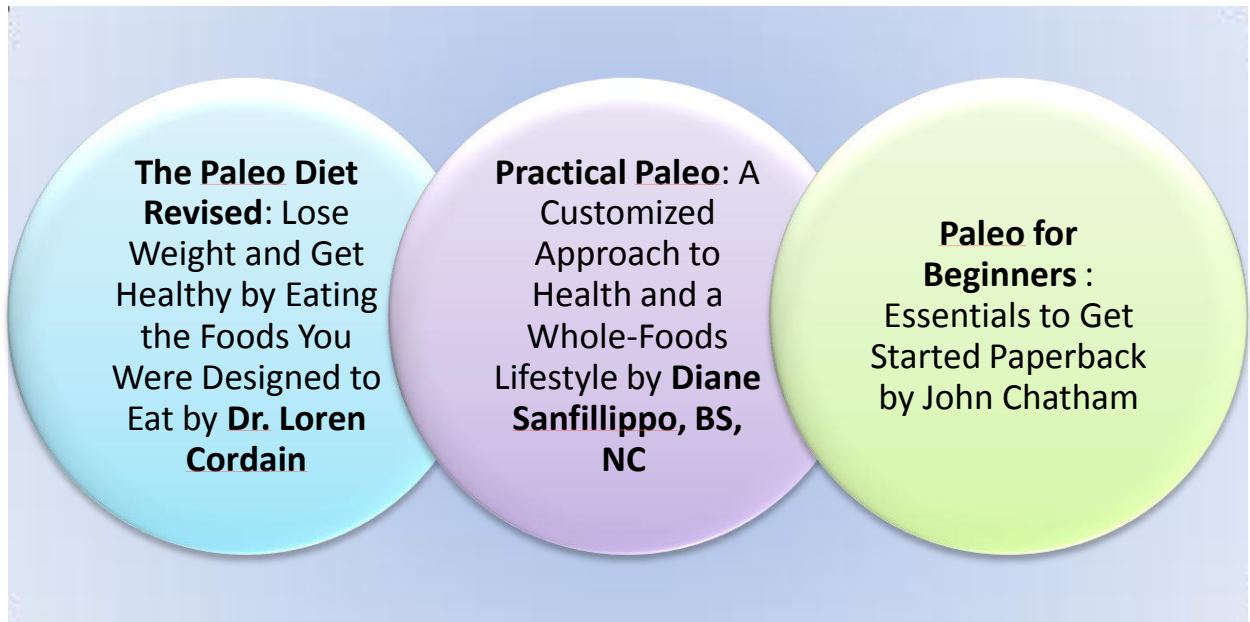
US Book Sales

Sources of Purchase - 2010-2012

US Market Share (Volume) %	2010	2011	2012
Ecommerce	25.1	35.1	43.8
Book Clubs	11.5	5.5	6.1
All Other Channels	14.7	14.6	15.2
Supermarkets & Grocery	2.0	1.6	15
Mass Merchandisers	8.8	7.7	7.7
Warehouse Clubs	3.9	3.2	3.3
Independent Bookstores	2.4	3.7	3.7
Large Chains	31.5	28.7	18.7

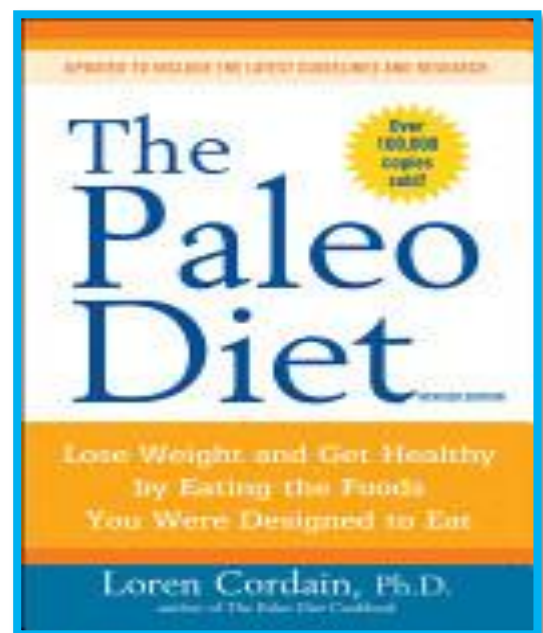
3 Three Competitors in United States

Top three Competitors of Paliet Diet Books in United States



(i)The Paleo Diet Revised: Lose Weight and Get Healthy by Eating the Foods You Were Designed to Eat by Dr. Loren Cordain

Eat for better health and weight loss the Paleo way with this revised edition selling guide-over 1,00,000 copies sold to date!
Sales Rank : 1,277
Amazon Best sellers Rank: #536 in books
(See Top 100 in Books)



About the Book:

The Paleo Diet is the only diet proven by nature to fight disease, provide maximum energy, and keep you naturally thin, strong, and active-while enjoying every satisfying and delicious bite.

Dr. Loren Cordain, the world's leading expert on Paleolithic nutrition, demonstrates how by eating all the lean meats and fish, fresh fruits, and nonstarchy vegetables you want, you can lose weight and prevent and treat heart disease, cancer, osteoporosis, metabolic syndrome, and many other illnesses. Incorporating all the latest breakthroughs in Paleo nutrition research, this new edition of the bestselling The Paleo Diet includes six weeks of meal plans to get you started on the Paleo path to weight loss, weight control, increased energy, and lifelong health.

Healthy, delicious, and simple, the Paleo Diet is the diet we were designed to eat. If you want to lose weight-up to 75 pounds in six months-or if you want to attain optimal health, The Paleo Diet will work wonders. Dr. Loren Cordain demonstrates how, by eating your fill of satisfying and delicious lean meats and fish, fresh fruits, snacks, and non-starchy vegetables, you can lose weight and prevent and treat heart disease, cancer, osteoporosis, metabolic syndrome, and many other illnesses.

Breakthrough nutrition program based on eating the foods we were genetically designed to eat-lean meats and fish and other foods that made up the diet of our Paleolithic ancestors

This revised edition features new weight-loss material and recipes plus the latest information drawn from breaking Paleolithic research

Six weeks of Paleo meal plans to jumpstart a healthy and enjoyable new way of eating as well as dozens of recipes. This bestselling guide written by the world's leading expert on Paleolithic eating has been adopted as a bible of the CrossFit movement

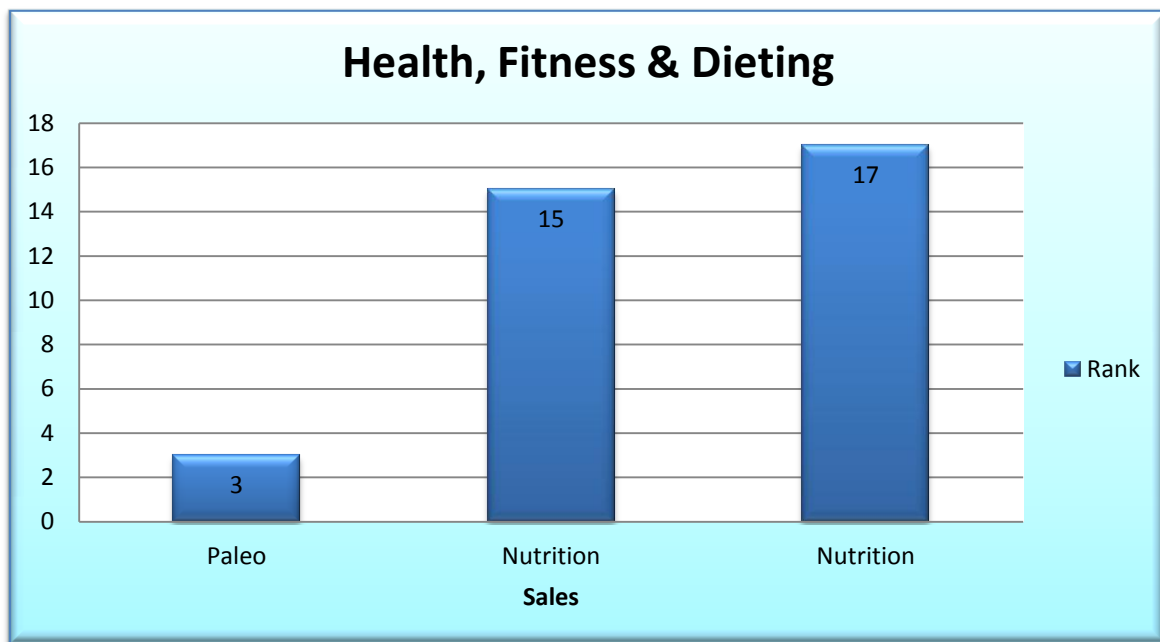
About the Author

Loren Cordain's extensive research demonstrates how modern westernized diets drastically depart from the original diet humans consumed for millions of years. In The Paleo Diet and The Paleo Diet Cookbook, Dr. Cordain shows how diets high in grains, dairy, vegetable oils,

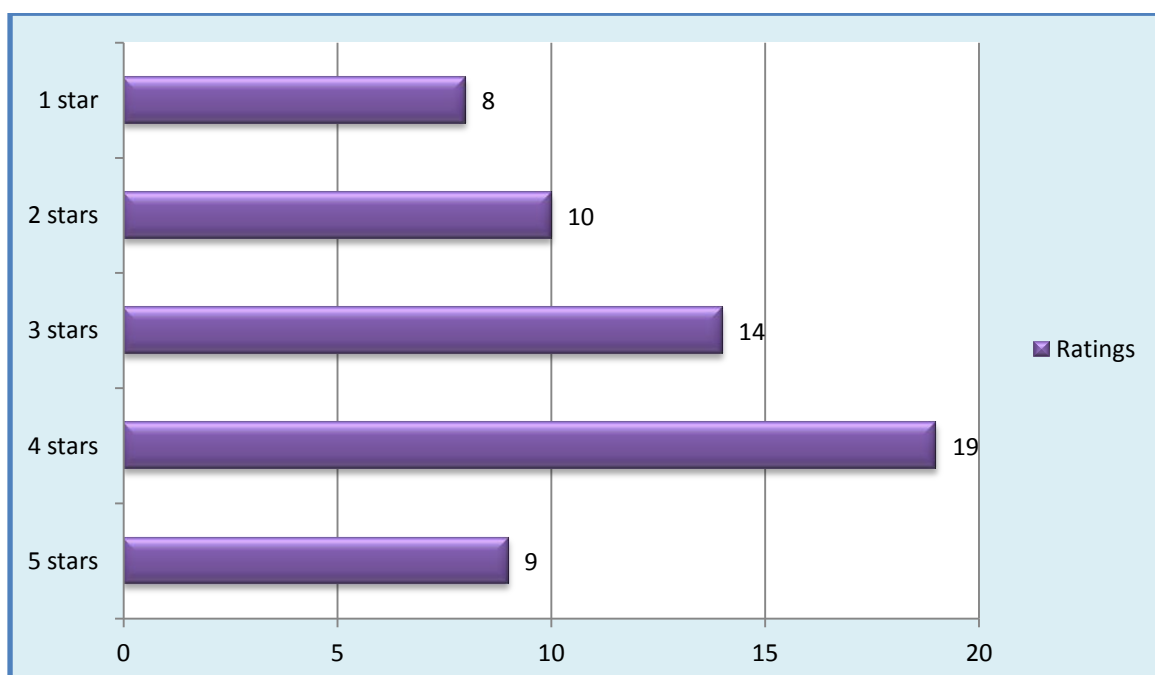
salt, and refined sugars are at odds with our genetic legacy and then shares his uncomplicated strategy for losing weight and getting healthy.

Amazon Best Sellers Rank:

- #3 in Books > Health, Fitness & Dieting > Diets & Weight Loss > Paleo
- #15 in Books > Health, Fitness & Dieting > Diets & Weight Loss > Weight Loss
- #17 in Books > Health, Fitness & Dieting > Nutrition



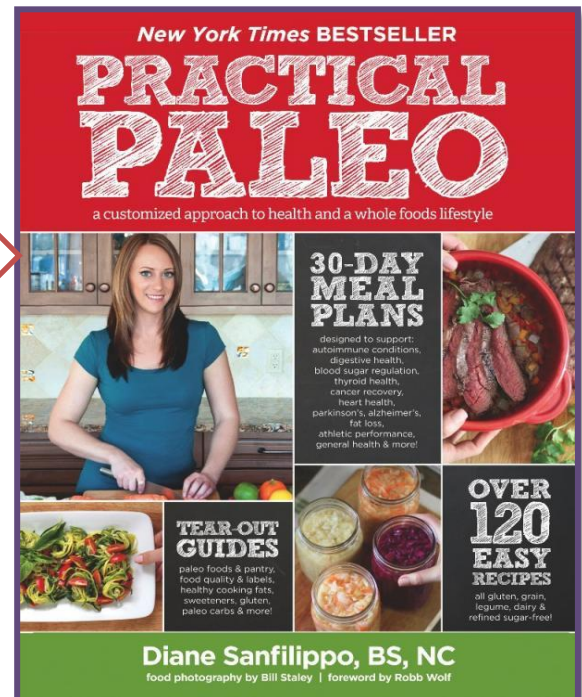
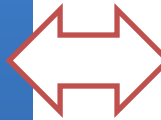
User Ratings



(ii) Practical Paleo: A Customized Approach to Health and a Whole-Foods Lifestyle by Diane Sanfilippo, BS, NC

Practical Paleo is the resource you'll reach for again and again, whether you're looking for information on healthy living, delicious recipes, or easy-to-understand answers to your questions about how a Paleo lifestyle can benefit you, your family, and your friends.

Amazon Best Sellers Rank: #126 in Books (See Top 100 in Books)



About the Book

Practical Paleo is jam-packed with over 120 easy recipes, all with special notes about common food allergens including nightshades and FODMAPs. Meal plans are also included, and are designed specifically to support:

- Immune Health (Autoimmune Conditions)
- Blood Sugar Regulation (Diabetes 1 & 2, Hypoglycemia)
- Digestive Health (Leaky Gut, Ibs&Ibd)
- Multiple Sclerosis, Fibromyalgia, And Chronic Fatigue Syndromethyroid Health (Hypo And Hyper - Hashimotos, Graves)
- Heart Health (Cholesterol & Blood Pressure)
- Neurological Health (Parkinson's & Alzheimer's)
- Cancer Recovery
- Fat Loss
- Athletic Performance

- A "Squeaky-Clean" Paleo Approach

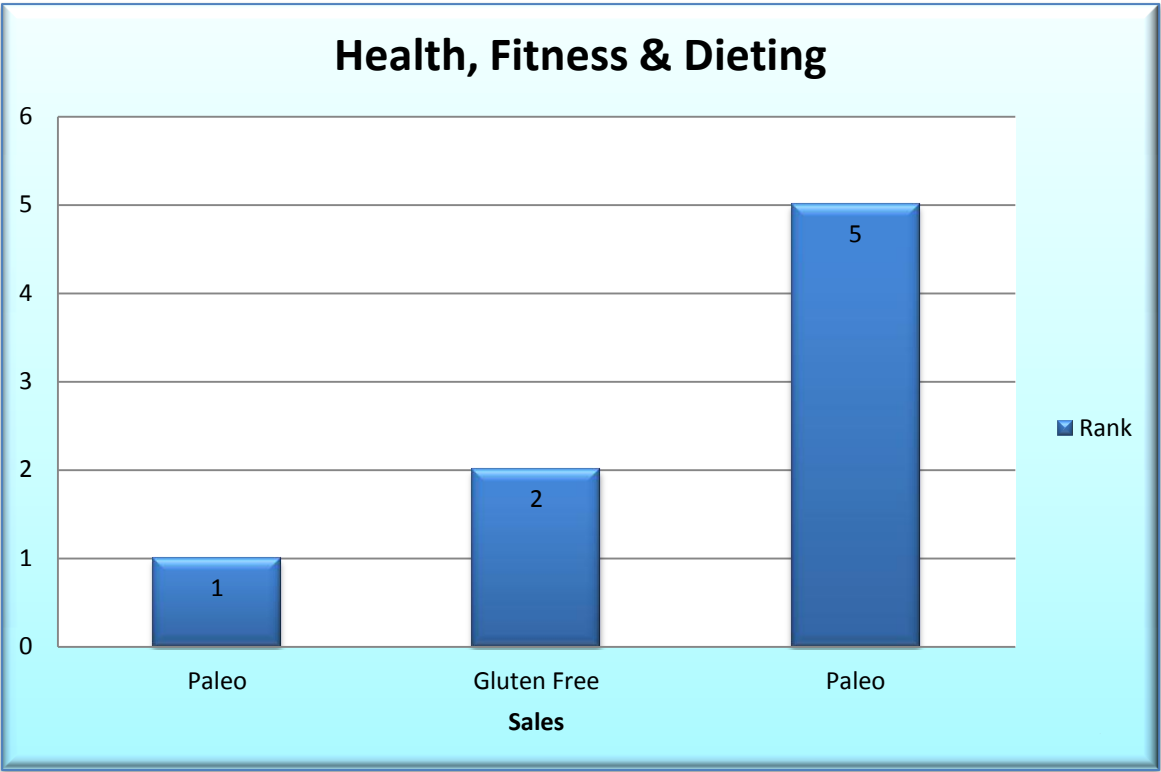
Achieving optimal health without calorie-counting, diet foods, or feelings of deprivation has never been easier. Practical Paleo explains why avoiding both processed foods and foods marketed as "healthy"—like grains, legumes, and pasteurized dairy—will improve how you look and feel and lead to lasting weight loss. Even better—you may reduce or completely eliminate symptoms associated with common health disorders!

About the Author

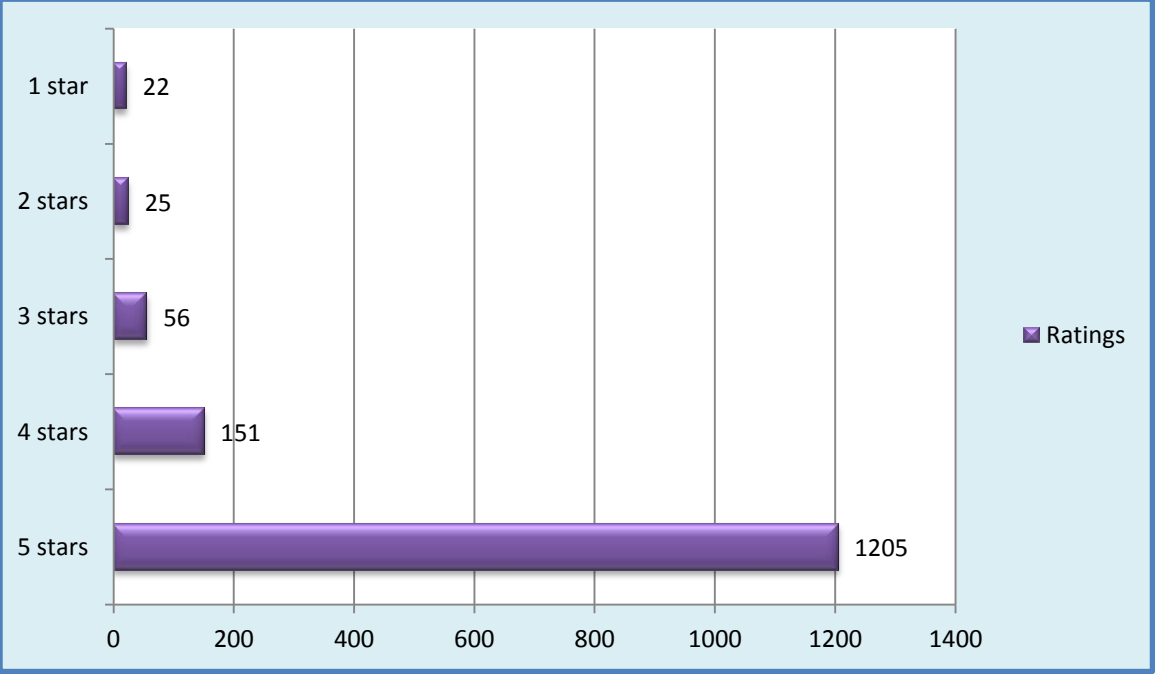
Diane Sanfilippo holds a BS from Syracuse University and is a Certified Nutrition Consultant who specializes in blood sugar regulation and digestive health. She is The New York Times Bestselling author of "Practical Paleo" and "The 21-Day Sugar Detox" and writes for her popular health blog www.balancedbites.com, teaches nutrition seminars nationwide and has a top-rated weekly health podcast in iTunes, "The Balanced Bites Podcast."

Amazon Best Sellers Rank:

- #1 in Books > Health, Fitness & Dieting > Diets & Weight Loss > Paleo
- #2 in Books > Health, Fitness & Dieting > Diets & Weight Loss > Gluten Free
- #5 in Books > Cookbooks, Food & Wine > Special Diet > Paleo

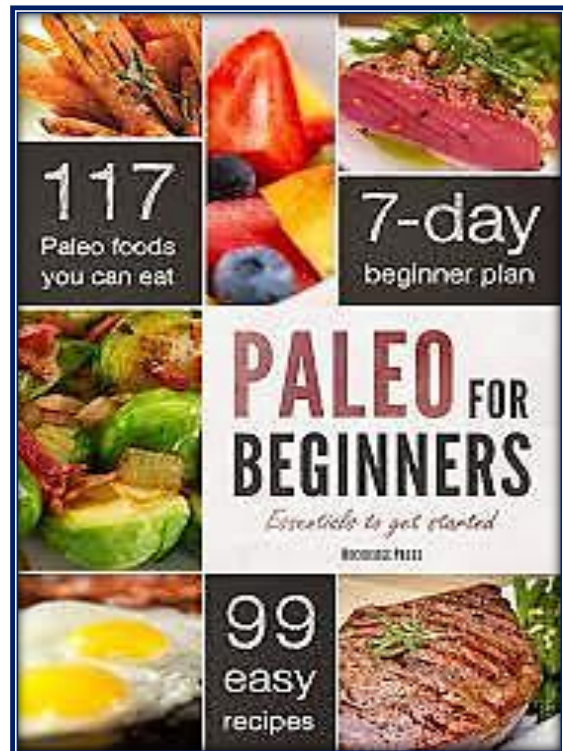


User Ratings



(iii) Paleo for Beginner by John Chatham

Paleo for Beginners will show you how to adopt a paleo lifestyle in order to feel healthy, lose weight, and increase your energy level. With Paleo for Beginners, start enjoying the best health of your life today--all while losing weight and decreasing your odds of diabetes, hypertension, heart disease, cancer, osteoporosis, and many other modern health maladies.



About the Book

- Paleo for Beginners is a comprehensive yet concise guide to embracing the Paleo lifestyle, walking readers through a successful Paleo diet in a straightforward, easy-to-read format.
- Successfully make the transition to a Paleo lifestyle with a 7-day, step-by-step plan for beginners
- Set yourself up for success with the Paleo shopping guide and a list of 117 Paleo-recommended foods (and an extensive list of what food items you should avoid).
- Enjoy Paleo-friendly versions of 99 mouthwatering recipes for every meal. Recipes include Eggs Benedict Paleo Style, High-Protein Grain-Free Burgers, Chicken Avocado Wraps, and Paleo Waffles.
- Starting a new diet can be difficult, but with Paleo for Beginners learning how to do so shouldn't be.

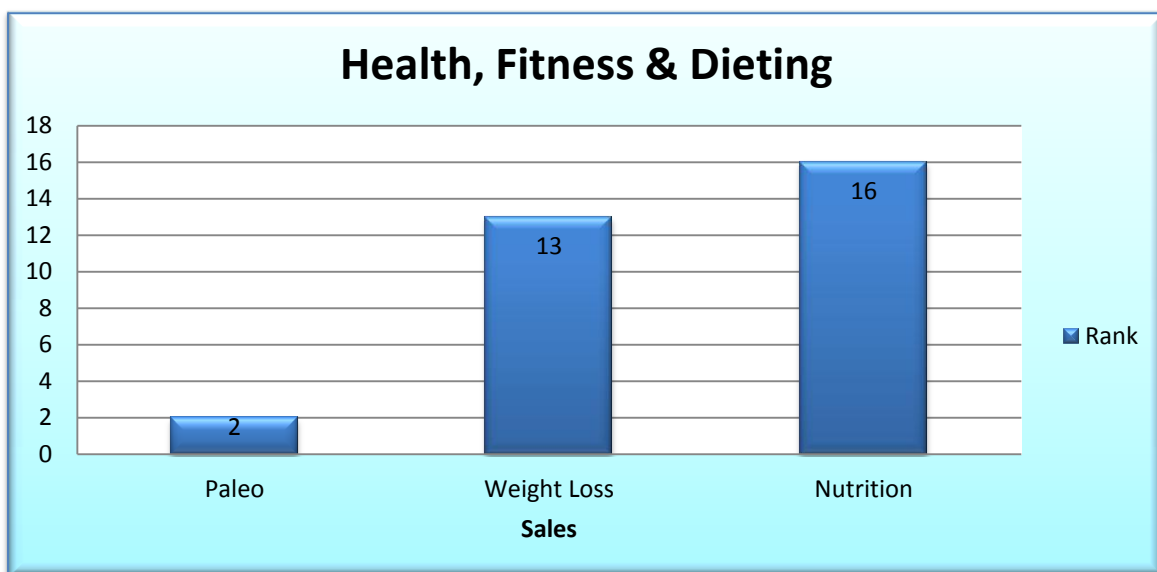
About the Author

John Chatham started his career as a writer competing in short story competitions and writing for literary publications. During a stint in Asia, he began writing for economic publications and travel guides.

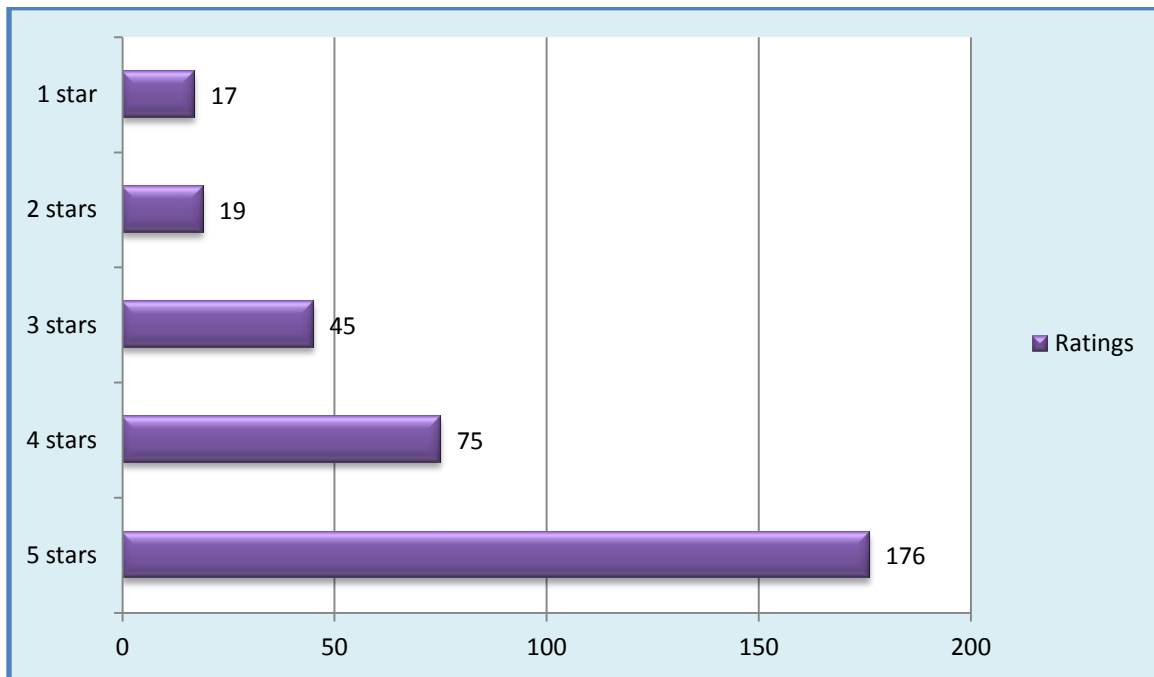
He now lives in the Bay Area where he spends his time skiing, kickboxing, hiking with his dog Whiskey, and writing books on cooking, nutrition, fitness and business.

Amazon Best Sellers Rank: #406 in Books (See Top 100 in Books)

- #2 in Books > Health, Fitness & Dieting > Diets & Weight Loss > Paleo
- #13 in Books > Health, Fitness & Dieting > Diets & Weight Loss > Weight Loss
- #16 in Books > Health, Fitness & Dieting > Nutrition



User Ratings(4.1 out of 5 stars)



Comparison Between the three Competitors

- Amazon Best Sellers Rank: #126 in Books(Practical Paleo)
- Amazon Best Sellers Rank: #406 in Books(Paleo For Beginners)
- Amazon Best Sellers Rank: #536 in Books(Paleo Diet)



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