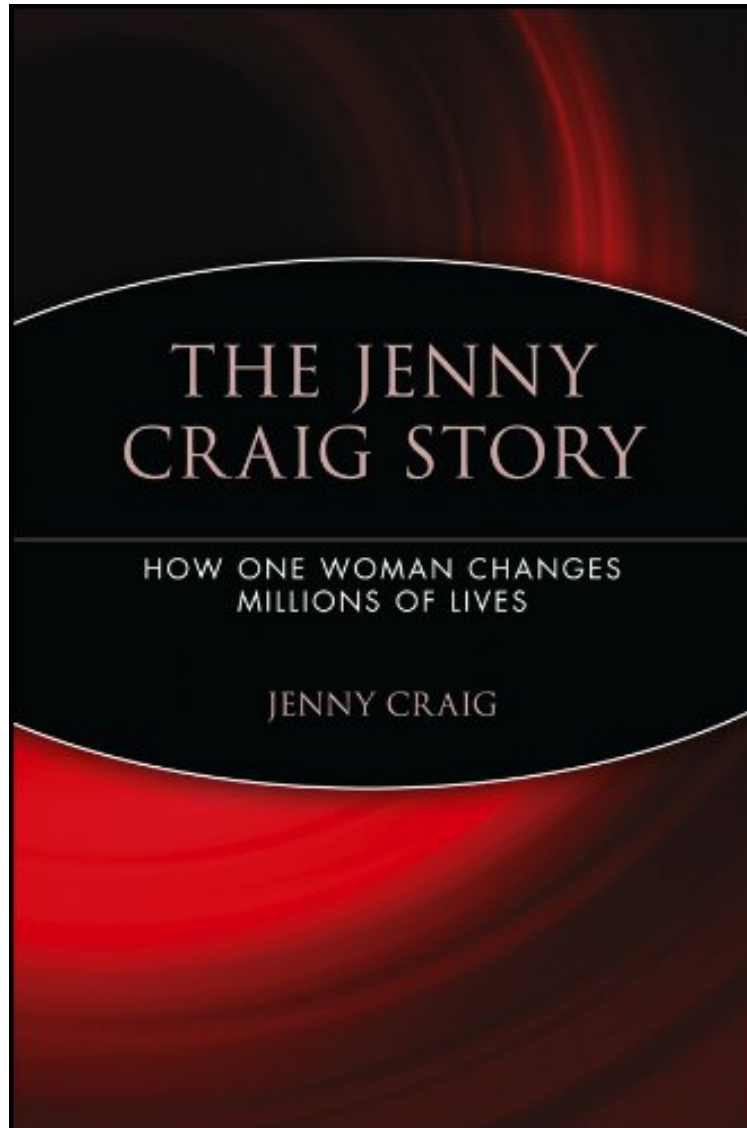


(Ebook pdf) The Jenny Craig Story: How One Woman Changes Millions of Lives

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

Jenny Craig

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Jenny Craig : The Jenny Craig Story: How One Woman Changes Millions of Lives before purchasing it in order to gage whether or not it would be worth my time, and all praised The Jenny Craig Story: How One Woman Changes Millions of Lives:

8 of 9 people found the following review helpful. Inspiring and motivating memoirBy A CustomerThere are commercials and ads for the Jenny Craig program but I didn't realize that there was a real Jenny Craig! This is a wonderful first person account of how she started the business--with no advanced degrees or training--and built it into a huge empire. It wasn't always easy and Mrs. Craig had to make some difficult decisions along the way. I learned a

lot about how she ran the business. This book should inspire many people to get off the couch and start working toward something they want--whether it be getting in better shape or finding a new career.6 of 8 people found the following review helpful. Jenny Craig - a woman, a businessBy A CustomerWe've all seen the commercials starting off when the staff had lab coats to now with people losing weight and living a healthier life. But you never really think about the fact that there was a real Jenny Craig that was running the business. This is a great book that details everything from the risk of starting a business to discovering the delights and challenges of working in the corporate world. A worthy read if you've ever been on the client side of the diet industry.14 of 18 people found the following review helpful. disappointingBy A CustomerI'm on the Jenny Craig program and I love it! However, this book left a LOT to be desired. I thought it was boring and even though she says things like "I'm not bragging but...", she really is. I really don't want to hear about her \$2.5 million race horse and all of her expensive stuff when I'm struggling to come up with the considerable amount of money I pay each week for Jenny Craig food. As a businesswoman myself, I was hoping to read an inspirational story, but it was not too be.

"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 Professor Pennington Biomedical Research Center "Reading the story of Jenny Craig's personal journey is a truly inspirational experience. Her persistence and adaptation to change in all aspects of her life, ranging from her personal relationships and professional activities to coping with health problems in later years, provide an exemplary model of self-actualization and compassion for others." --G. Alan Marlatt, PhD, Director, Addictive Behaviors Research Center Professor of Psychology, University of Washington