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- Why you'll never have to worry about competition. (See Chapter 13.)
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Perhaps no one is better qualified to have written this book than Hubert Bermont. He has served as consultant to more than 70 major corporations and trade associations, including the U.S. Chamber of Commerce, McGraw-Hill, the Electronic Industries Association, Evelyn Wood Reading Dynamics and the Smithsonian Institution. Yet he made the decision to become a consultant only after being fired from an executive position at the age of 43. You'll learn first-hand how he did it — and how **you** can do it, too!

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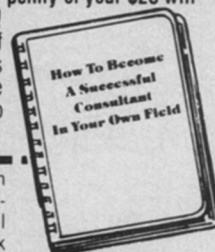
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Leonard Hayflick, Ph.D.:

A NEW THEORY ON THE CAUSE OF HEART DISEASE AND STROKES . . .

Vitamin B₆ may be the key.

What new research has revealed that may downgrade cholesterol
as the main predisposing factor . . . and why.

PUBLISHER'S NOTE: *Dr. Leonard Hayflick, a member of our Editorial Board, is Senior Research Cell Biologist at Children's Hospital Medical Center, Oakland, California. He is a leading authority on the biology of aging and has won several major awards for his research in this field. In 1961 he discovered a new micro-organism that causes a common form of human pneumonia. He is the author of 150 scientific research papers and books and is presently the editor of several scientific journals.*

—Richard Stanton

Nearly one million Americans will die this year from vascular diseases, that is, those diseases of the arteries that cause heart attacks and strokes. What is more, about 28 million people are already afflicted by vascular diseases. For comparison, this year, a third of a million people will die of cancer, and one hundred thousand from accidents.

It may not be too surprising to learn that vascular disease is the major killer. After all, the heart beats about 100,000 times a day while pumping 4300 gallons of blood through vessels that, if laid end to end,

would circle the earth twice! There is certainly sufficient opportunity for something to go wrong.

What is going wrong is that the old causes of death in our youth, mainly infectious diseases, have been largely conquered and we are now living long enough to encounter vascular diseases. We have been advised to protect ourselves by avoiding smoking, sedentary habits, hypertension and high cholesterol diets. But none of these no-no's alone, or together, guarantee a healthy vascular system. Something may be wrong with this "conventional wisdom" and an important new theory

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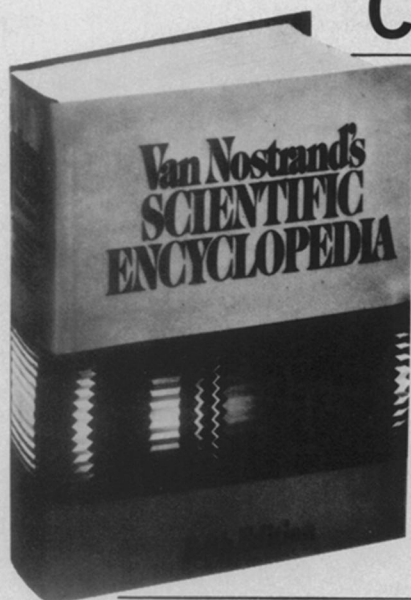
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