



# Healthusiasm

## Making Customers Healthy & Happy

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- The first book to offer a view on health trends over different sectors
- Combines social change with marketing expertise and innovation
- Written from a human perspective, consumer as well as patient

In a world where technology can answer more and more of our needs, people are very conscious about pursuing strategies for happier and healthier lives. This book connects people's expectations of products, services, and experiences with their enthusiasm to live better lives and be the best version of themselves possible. This book challenges companies and brands to think about how to meet the needs of clients and respond to this trend in self-actualisation and self-development.

**Christophe Jauquet**, expert in health marketing, inspires marketers and health providers across Europe with his keynote lectures. His experience in healthcare and the medical sector allows him to enable companies and brands to get everything out of tech innovations and human expectations in healthcare.