



MORE THAN ONE-THIRD OF AMERICAN ADULTS ARE CONSIDERED OBESE, ACCORDING TO THE JOURNAL OF AMERICAN MEDICINE.

Health-related industries have grown significantly in recent years to combat those sobering figures. In addition to the state of our nation's health, these industries have grown as a result of regulatory reform, technological advances and consumer demand.

The 21st century "health business" is not limited to gyms and doctor's offices. Trends in wearable healthcare technology, health foods and diets, fitness movements, wellness programs and more have diversified the health market. In this issue of the *Baylor Business Review*, we focus on the health food, fitness and healthcare industries.

You will read about Baylor alumni, professors, students and friends who are making strides in these industries. From a look at Baylor-funded and alumnus-run fitness equipment startup company Hyperwear to marketing professor Jeff Tanner's research on children's food insecurity in Texas, this issue will provide insights about the development of the health-related market and the implications of growing industry trends.

Plus, we're offering another **augmented reality (AR) sneak peek of the new Paul L. Foster Campus for Business and Innovation**. This time, with the aid of the Baylor AR app (which is available for iOS and Android devices), readers will get a look inside the new campus, which is set to open for the fall 2015 semester.

Come see the progress on construction when you visit the Hankamer School of Business Homecoming Reception Oct. 31. I look forward to seeing many of you back on campus.

TERRY S. MANESS

Dean, Hankamer School of Business

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