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The Newbie's Guide to Cannabis & The Industry

The mainstreaming of marijuana in America has launched a green rush on a new multi-billion dollar industry in legalized marijuana and industrial hemp. Whether you want to take your first legal joint, profit from the industry or learn what's going on, this book is for you.

Two insiders — world-famous cannabis expert Chris Conrad and theLeafOnline.com's Jeremy Daw — team up to walk you through this new American society and introduce you to aspects you may never have even dreamed of, but may lead you to a whole new career.

Get this easy-to-read, conversational book loaded with detailed information for anyone who is curious about how marijuana works, where it came from, and how to use, grow and prepare it — as well as how to succeed in its industry.

The authors inform you on how to get a cannabis business started, how to connect with your stakeholders, how to prime the political pump, and how to develop a unique and loyal cannabis market. You also need to know about advertising your product, supervising employees and calculating the return on your investment. All this knowledge and more is now available at your fingertips.

“If you have friends and family members who use cannabis, this book will give you plenty to talk about with them,” says co-author Chris Conrad, “and if you are interested in trying cannabis or getting involved in this emerging industry, this book is meant for you, no matter what your level of interest, from curiosity to entry level to experienced to excelsior.”

“We see several distinct groups within the cannabis community: Casual consumers, connoisseurs, patients, medical marijuana interests, the legalization movement, the cannabis industry and the hemp industry,” says co-author Jeremy Daw. “Some are entrepreneurs and a growing number of people have jobs in the emerging cannabis industry. And, in every case, the cannabis community's interests are ultimately harmonious with those of society in general.”

No matter what you may think of it, you will never see cannabis the same way again.

This 6-inch by 9-inch, 240-page hardback is available for \$19.95 in bookstores and dispensaries, and online at Whitman.com under the Health & Wellness section tab.

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