

Marketing Nutrition: Soy, Functional Foods, Biotechnology, And Obesity - Brian Wansink

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Although encouraging people to eat more nutritiously can promote better health, most efforts by companies, health professionals, and even parents are disappointingly ineffective. Misunderstanding consumers has led to floundering sales for soy foods; embarrassing results for expensive Five-a-Day for Better Health programs; and uneaten mountains of vegetables at homes and in school cafeterias. Brian Wansink's Marketing Nutrition focuses on why people eat the foods they do, and what can be done to improve their nutrition.
_x000B_Author: Wansink, Brian Publisher: University of Illinois Press Illustration: N Language: ENG Title: Marketing Nutrition: Soy, Functional Foods, Biotechnology, and Obesity Pages: 00224 (Encrypted EPUB) / 00224 (Encrypted PDF) On Sale: 2005-06-02 SKU-13/ISBN: 9780252029424 Category: Business & Economics : Marketing - General Category: Health & Fitness : Nutrition Category: Medical : Diet Therapy

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