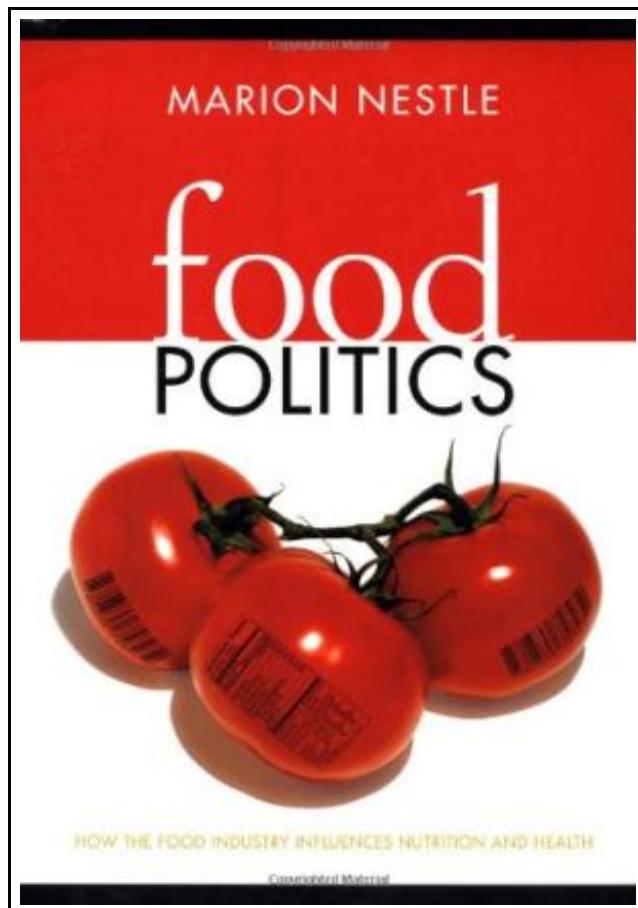


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University of California, Berkeley, California, 2002. Hard Cover in Dust Jacket. Book Condition: New. Dust Jacket Condition: New. 2002 Printing. 6 x 9 x 1-1/4 ". 2002 Hardcover in DJ . later Printing . BRAND NEW from publisher . Never opened, Never owned, Never marked . Jacket protected in New non-stick clear mylar sleeve . light bend inside front cover of dj, not as noticeable inside new protective sleeve . Excellent Gift Giving quality . illustrated with drawings & tables . 457 pages with Index . We all witness, in advertising and on supermarket shelves, the fierce competition for our food dollars . In this absorbing exposé, Marion Nestle goes behind the scenes to reveal how the competition really works and how it affects our health . The abundance of food in the United States - enough calories to meet the needs of every man, woman, and child twice over - has a downside . Our overefficient food industry must do everything possible to persuade people to eat more - more food, more often, and in larger portions - no matter what it does to waistlines or well-being . Like manufacturing cigarettes or building weapons, making food is very big business . Food companies in 2000 generated nearly \$900 billion in sales . They have stakeholders to please, shareholders to satisfy, and government regulations to deal with . It is nevertheless shocking to learn precisely how food companies lobby officials, co-opt experts, and expand sales by marketing to children, members of minority groups, and people in developing countries . In this book, we see that the food industry plays politics as well as or better than other industries, not least because so much of what food companies do takes place outside the public view . Editor of the 1988 Surgeon...

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