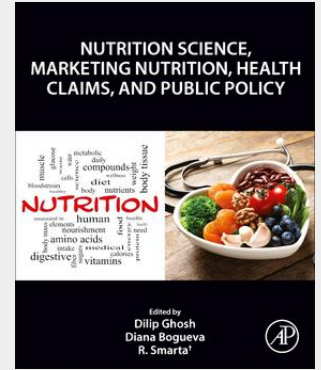


Nutrition Science, Marketing Nutrition, Health Claims, and Public Policy

Association of American Publishers (AAP) PROSE Award Finalist in Nursing and Allied Health Services, 2024 Nutrition Science, Marketing Nutrition, Health Claims, and Public Policy explains strategies to guide consumers toward making informed food purchases. The book begins with coverage of nutrition science before moving into nutrition marketing, social marketing and responsibility, consumer perception and insight, public health policy and regulation, case studies, and coverage on how to integrate holistic health into mainstream brand marketing. Intended for food and nutrition scientists who work in marketing, manufacturing, packaging, as well as clinical nutritionists, health care policymakers, and graduate and post graduate students in nutrition and business-related studies, this book will be a welcomed resource.



146,50 €

136,92 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780323856157

Medium: Buch

ISBN: 978-0-323-85615-7

Verlag: Elsevier Science & Technology

Erscheinungstermin: 17.04.2023

Sprache(n): Englisch

Auflage: Erscheinungsjahr 2023

Produktform: Kartoniert

Gewicht: 1090 g

Seiten: 458

Format (B x H): 214 x 273 mm

