

1. Record Nr.	UNINA9910461471503321
Titolo	Marketing food to children and adolescents [[electronic resource]] : a review of industry expenditures, activities, and self-regulation // Nicoletta A. Wilks, editor
Pubbl/distr/stampa	New York, : Nova Science Publishers, c2009
ISBN	1-61470-216-0
Descrizione fisica	1 online resource (120 p.)
Collana	Food and beverage consumption and health series
Altri autori (Persone)	WilksNicoletta A
Disciplina	664.0068/8
Soggetti	Food industry and trade - United States Grocery trade - United States Food industry and trade - Self-regulation - United States Grocery trade - Self-regulation - United States Advertising - Food - Costs Food - Marketing - Costs Target marketing - Research - United States Advertising and children - Research - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [85]-101) and index.
Nota di contenuto	Expenditures for marketing food to children and adeseents -- Food marketing activities directed to children and adolescents -- Assessment of food company health initiatives and recommendations.