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Nota di contenuto	Introduction -- TO BEGIN WITH, SOME DEFINITIONS -- A QUICK OVERVIEW -- Part I: What Is Soda? Why Advocacy Is Needed -- Chapter 1: Sodas: Inside Those Containers -- SODAS: NUTRITION FACTS -- SODA INGREDIENTS -- Carbonated Water -- Sugars: High-Fructose Corn Syrup and Sucrose -- Caramel Color -- The Minor Ingredients -- Phosphoric and citric acids -- Caffeine -- Natural flavors -- BUT SURELY COKE AND PEPSI DON'T TASTE THE SAME? -- Fountain Drinks: Pouring Money -- DIET SODAS -- Chapter 2: Soda Drinkers: Facts and Figures -- SODA PRODUCTION: UNITED STATES -- SODA PRODUCTION: INTERNATIONAL -- SODAS CONSUMED -- Chapter 3: The Sugar(s) Problem: More Facts and Figures -- AMOUNTS: TOO MUCH -- SUGAR TRENDS: FALLING, BUT NOT ENOUGH -- SUGAR TRENDS: FALLING BUT UNDERESTIMATED, DELIBERATELY -- SUGAR CALORIES: EMPTY AND LIQUID -- FRUCTOSE: METABOLIZED LIKE ALCOHOL -- ARE SUGARS- AND SODAS-ADDICTIVE? -- Part II: Sodas and Health -- Chapter 4: Dietary Advice: Sugars and Sugary Drinks -- USDA'S FOOD GUIDES -- A DIGRESSION: "OTHER SWEET DRINKS" -- THE CONTROVERSIAL "PERCENT OF CALORIES" SUGAR RECOMMENDATION -- Chapter 5: The Health Issues: Obesity, Diabetes, and More -- GUILT BY ASSOCIATION

-- MORE CALORIES -- CHILDHOOD OBESITY -- ADULT OBESITY -- METABOLIC SYNDROME -- TYPE 2 DIABETES -- HEART DISEASE AND STROKE -- CANCERS -- PREMATURE DEATH -- OTHER HEALTH EFFECTS -- THE SODA INDUSTRY'S SPIN ON THE SCIENCE -- WHAT IS AT STAKE? -- Chapter 6: Advocacy: Soda-Free Teeth -- SUGARS, SODAS, AND TOOTH DECAY -- PUBLIC HEALTH RECOMMENDATIONS -- THE SODA INDUSTRY'S RESPONSE -- SUCCESSFUL ADVOCACY: THE CHILDREN'S ORAL HEALTH AND NUTRITION PROJECT -- ADVOCATE: SODA-FREE TEETH -- Understand the Issue -- Engage in the Debate -- Take Action.

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-- INVESTIGATIONS WHILE TRAVELING -- SCHOOL INVESTIGATIONS -- TAKE ACTION -- USE THE RESOURCES -- Part V: Targeting Minorities and the Poor -- Chapter 14: Marketing to African and Hispanic Americans: A Complicated Story -- THE HEALTH ISSUES -- TARGETED SODA MARKETING: THE PRE-OBESITY ERA -- TARGETED SODA MARKETING: THE POST-OBESITY ERA -- A DILEMMA FOR ADVOCATES -- Chapter 15: Selling to the Developing World -- International Marketing Methods -- The Marketing Challenges: Political -- The Marketing Challenges: Obesity -- Chapter 16: Advocacy: Excluding Sodas from SNAP -- HOW SODAS GOT INTO SNAP -- DO SNAP PARTICIPANTS BUY SODAS? -- WHO BENEFITS FROM SNAP SODA PURCHASES? -- THE STRANGE POLITICS OF SNAP SODA ELIGIBILITY -- Those in Favor of Making Sodas SNAP-Ineligible. Those Opposed -- INCENTIVES: A POINT OF COMMON GROUND? -- ADVOCACY: NEW YORK CITY'S WAIVER ATTEMPT -- ADVOCATE: REMOVE SODAS FROM SNAP ELIGIBILITY -- Understand the Issue -- Engage in the Debate -- Take Action -- Part VI: "Softball" Marketing Tactics: Recruiting Allies, Co-opting Critics -- Chapter 17: Marketing Corporate Social Responsibility -- CSR STRATEGY #1: PROMOTE HEALTH -- Expand the Portfolio of Low- and No-Calorie Beverage Options -- Market Smaller Sizes -- Educate the Public About Key Concepts -- QUESTIONING CSR -- Chapter 18: Investing in Sponsorships and Community Partnerships -- SPONSORING SPORTS -- PARTNERING WITH COMMUNITIES -- PROVIDING COMMUNITY DISASTER RELIEF -- SODA COMPANY PHILANTHROPY: A DILEMMA FOR ADVOCATES -- Chapter 19: Supporting Worthy Causes: Health Professionals and Research -- PARTNERING WITH NUTRITION AND HEALTH PROFESSIONALS -- PARTNERING WITH NUTRITION AND HEALTH ASSOCIATIONS -- SPONSORING NUTRITION AND HEALTH RESEARCH -- SHOULD NUTRITION AND HEALTH PROFESSIONALS ACCEPT FUNDING FROM SODA COMPANIES? -- Chapter 20: Recruiting Public Health Leaders: Working from Within -- DEREK YACH'S RESPONSE -- Part VII: More "Softball" Tactics: Mitigating Environmental Damage -- Chapter 21: Advocacy: Defending the Environment -- UNDERSTAND THE ISSUES: SODA COMPANIES' ENVIRONMENTAL PLEDGES -- Reduce Greenhouse Gas Emissions -- Reduce Package Waste -- Get Consumers to Recycle -- Produce Sugar Sustainably -- Promote Environmental Causes -- ADVOCATE: PROTECT THE ENVIRONMENT FROM SODA-INDUCED DAMAGE -- Promote Bottle Bans and Deposit Laws -- Join the Campaigns -- Take Action -- Promote Bottle Bans and Deposit Laws -- Join the Campaigns -- Take Action -- UNDERSTAND THE ISSUES: SODA COMPANIES' ENVIRONMENTAL PLEDGES -- Reduce Greenhouse Gas Emissions -- Reduce Package Waste -- Get Consumers to Recycle -- Produce Sugar Sustainably. Promote Environmental Causes -- ADVOCATE: PROTECT THE ENVIRONMENT FROM SODA-INDUCED DAMAGE -- Reduce Greenhouse Gas Emissions -- Reduce Package Waste -- Get Consumers to Recycle -- Produce Sugar Sustainably -- Promote Environmental Causes -- Chapter 22: Advocacy: Protecting Public Water Resources -- HOW MUCH WATER DOES SODA REQUIRE? -- HOW DO SODA COMPANIES DEAL WITH WATER RISKS? -- THE DUAL BENEFITS OF COMMUNITY WATER PARTNERSHIPS -- PepsiCo and the Nature Conservancy -- Coca-Cola Ekocenters -- Coca-Cola and WaterHealth International -- Other Community Water Projects -- ACQUISITION OF WATER RIGHTS: CONSEQUENCES -- Coca-Cola's Water Problems in India -- Coca-Cola's Water Problems in the United States -- THE DEBATE: A DILEMMA FOR ADVOCATES? -- TAKE ACTION -- Part VIII: "Hardball" Tactics: Defending Turf, Attacking Critics -- Chapter 23: Lobbying, the

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Sommario/riassunto

Sodas are astonishing products. Little more than flavored sugar-water, these drinks cost practically nothing to produce or buy, yet have turned their makers - principally Coca-Cola and PepsiCo - into multibillion dollar industries with global recognition, distribution, and political power. So how did something so cheap come to mean so much and to have such devastating health and food policy consequences? Soda Politics is a story of the American food system at work, written by the incomparable NYU scholar and public health champion Marion Nestle. It is the first book to focus on the history, politics, nutrition, and health impact of soda, asking how we created this system, what its problems are, and what we can do to change things.
