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Titolo	Marketing food to children and adolescents [[electronic resource]] : a review of industry expenditures, activities, and self-regulation // Nicoletta A. Wilks, editor
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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
Lingua di pubblicazione	Inglese
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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 adeseccents -- Food marketing activities directed to children and adolescents -- Assessment of food company health initiatives and recommendations.