

1. Record Nr.	UNISALENT0991001929209707536
Autore	Lohse, Eduard
Titolo	L'Ambiente del Nuovo Testamento / Eduard Lohse
Pubbl/distr/stampa	Brescia : Paideia, c1993
ISBN	8839404856
Descrizione fisica	234 p. ; 21 cm.
Collana	Nuovo Testamento: supplementi ; 1
Soggetti	Giudaismo Roma antica - Religione
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Tit. orig.: Umwelt der Neuen Testaments
2. Record Nr.	UNISA996294548403316
Titolo	Canadian theatre review
Pubbl/distr/stampa	[Downsview, Ont.] : , : [Faculty of Fine Arts, York University] Toronto : , : University of Toronto Press
ISSN	1920-941X
Disciplina	792/05
Soggetti	Theater - Canada Canadian drama - 20th century Theater Canadian drama Periodicals. Canada
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico

Note generali

Includes index.

3. Record Nr.	UNINA9910797527403321
Autore	Nestle Marion
Titolo	Soda politics : taking on big soda (and winning) / / Marion Nestle
Pubbl/distr/stampa	Oxford ; ; New York : , : Oxford University Press, , [2015] ©2015
ISBN	0-19-026344-X
Descrizione fisica	1 online resource (xii, 508 pages) : illustrations
Disciplina	663/.62
Soggetti	Carbonated beverages Food industry and trade Marketing Politics, Practical
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 and index.
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.

Part III: The Soda Industry and How It Works -- Chapter 7: Meet Big Soda: An Overview -- THE GLOBAL SOFT DRINK INDUSTRY -- THE U.S. SODA INDUSTRY -- Coca-Cola -- PepsiCo -- Dr Pepper Snapple -- The American Beverage Association (ABA) -- SUGARY DRINK PROFITABILITY: BUSINESS STRATEGIES -- PRESSURES ON SODA INDUSTRY PROFITS: BUSINESS AND HEALTH -- Chapter 8: Obesity: Big Soda's Response -- BIG SODA'S PUBLIC RELATIONS PLAYBOOK -- EMPHASIZE DEVOTION TO HEALTH AND WELLNESS -- Divert Attention to Physical Activity -- Introduce and Promote "Better for You" Products -- Self-Regulate Marketing to Children -- Create Coalitions to Promote the Reframed Messages -- CAN SODA COMPANIES HELP SOLVE THE OBESITY PROBLEM? -- Chapter 9: Marketing Sugary Drinks Seven Basic Principles -- THE FIRST PRINCIPLE OF SODA MARKETING: ADVERTISE -- THE SECOND PRINCIPLE: BE STRATEGIC -- THE THIRD PRINCIPLE: BE UBIQUITOUS -- THE FOURTH PRINCIPLE: MARKET SODAS BY EVERY MEANS POSSIBLE -- THE FIFTH PRINCIPLE: USE MUSIC AND SPORTS CELEBRITIES -- THE SIXTH PRINCIPLE: KEEP PRICES LOW -- Cans and Bottles -- Mexican Coca-Cola -- Fountain Drinks -- Federal Sugar Price Policies -- THE SEVENTH PRINCIPLE: SELL TO EVERYONE -- Part IV: Targeting Children -- Chapter 10: Starting Early: Marketing to Infants, Children, and Teens -- TELEVISION: THE QUICKEST AND MOST EFFECTIVE ROUTE TO REACHING KIDS -- DIGITAL MEDIA: THE NEW MARKETING FRONTIER -- SODA MARKETING TO KIDS: THE FINANCIAL INVESTMENT -- HOW MUCH SODA ADVERTISING DO CHILDREN SEE? -- DO SODA COMPANIES MARKET TO CHILDREN UNDER AGE 12? -- Translation: "Directly" -- Translation: "Not Below 12" -- Chapter 11: Advocacy: Stopping Soda Marketing to Kids -- THE IWG FIASCO -- ADVOCATE: REGULATE SODA AND JUNK FOOD MARKETING TO CHILDREN -- Understand the Issue -- Engage in the Debate -- Take Action -- Hold Soda Companies Accountable for Self-Regulation. Use Legal Approaches -- Use Legislative Approaches -- Hold International Public Health Agencies Accountable -- Join the Campaigns -- Chapter 12: Advocacy: Getting Sodas Out of Schools -- HOW ADVOCATES GOT TO THIS POINT -- POURING RIGHTS CONTRACTS -- EARLY EFFORTS TO RESTRICT SODA SALES -- PREEMPTING THE SODA BAN: THE CLINTON FOUNDATION'S SEND RUN -- ACHIEVING FEDERAL REGULATION -- SODA INDUSTRY PUSHBACK -- BEYOND SALES: MARKETING SODAS IN SCHOOLS -- Soda Company School Marketing Policies -- Federal School Marketing Policy -- THE ROLE OF ADVOCATES: CSPI'S NATIONAL ALLIANCE FOR NUTRITION AND ACTIVITY (NANA) -- ADVOCATE: ELIMINATE SODAS FROM SCHOOLS -- Understand the Issue -- Engage in the Debate -- Take Action -- Chapter 13: Advocacy: Getting Kids Involved -- UNDERSTAND THE ISSUE -- EXPLORE A SUPERMARKET -- Read Package Labels -- Count the Sugars -- Name the Sugars -- HOME INVESTIGATIONS -- Do Some Experiments -- Watch TV -- Watch Ads Online and on Mobile Devices -- Watch for Marketing Aimed at African American and Hispanic Kids

-- RESTAURANT INVESTIGATIONS -- NEIGHBORHOOD INVESTIGATIONS -- 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 Revolving Door, Campaign Contributions, and Lawsuits -- SODA LOBBYING AND LOBBYISTS -- THE REVOLVING DOOR -- ELECTION CAMPAIGNS: DISCLOSED CONTRIBUTIONS -- ELECTION CAMPAIGNS: UNDISCLOSED "DARK MONEY" CONTRIBUTIONS -- DOES MONEY INFLUENCE VOTING DECISIONS? -- WHEN ALL ELSE FAILS: USE THE LAW -- CHALLENGE TO ADVOCATES -- Chapter 24: Using Public Relations and Front Groups -- FORGING BUSINESS AND PERSONAL CONNECTIONS -- SPYING ON ADVOCACY GROUPS -- SUPPORTING THE ULTRA-RIGHT -- SUPPORTING FRONT GROUPS -- American Council on Science and Health (Coca-Cola, Dr Pepper Snapple) -- Beverage Institute for Health and Wellness (Coca-Cola) -- "Astroturf" Groups Opposed to Soda Caps and Taxes (ABA) -- THE CENTER FOR CONSUMER FREEDOM (COCA-COLA) -- USING PUBLIC RELATIONS -- CHALLENGE FOR ADVOCATES -- Part IX: Advocacy: Soda Caps, Taxes, and More -- Chapter 25: Advocacy: Capping Soda Portion Sizes -- THE SODA SIZE PROBLEM -- PRICING STRATEGIES: EFFECT ON CALORIES -- THE DEFAULT ISSUE -- CALLS TO REDUCE PORTION SIZES -- ADVOCACY: NEW YORK CITY'S "SUGARY DRINK PORTION CAP RULE".

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.
