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The Relative Effectiveness of Gain-Framed and Loss-Framed Persuasive Appeals Concerning Obesity-Related Behaviors: Meta-Analytic Evidence and Implications; Chapter 9 Practicing What You Preach: Using Hypocrisy and Cognitive Dissonance to Reduce the Risk for Obesity; Chapter 10 The Use of Negative Emotions in Health Communication: Implications for Fighting Obesity; Chapter 11 Using Identity Signaling to Combat Obesity and Improve Public Health  
Chapter 12 Developing and Validating Motivational Message Interventions for Improving Prescription Drug Adherence With Consumers Confronting Chronic DiseasesPART IV Combating Obesity in Children and Young Adults; Chapter 13 Preventing Childhood Obesity by Persuading Mothers to Breastfeed Matching Appeal Type to Personality; Chapter 14 Ecological Factors and Childhood Obesity: A Structural Look; Chapter 15 The Impact of Health Games on Consumers' Physical Activity and Healthy Eating Intentions; PART V Environmental and Policy Perspectives  
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Sommario/riassunto

This timely book brings together some of the most highly respected scholars and practitioners in the consumer psychology and health communication fields to analyze how the latest research can be effectively applied to the critical public health issue of obesity.

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