

Fast Food Advertising In Social Media A Case Study On

Jump Start 7 & 8 is written specifically to reflect the content and values behind the Level 5 Victorian (Australia) Essential Learning Standards for Health and Physical Education. This engaging text provides the appropriate balance between Health and Physical Education, and includes stimulating activities with strong links to other domains, particularly communication, thinking processes, interpersonal development and personal learning. This highly visual new text features:

- * A diverse range of fun, practical activities for individuals and groups that incorporate a range of learning styles
- * The most contemporary issues and up-to-date information available
- * In-depth coverage of key issues, including identity, relationships, food and nutrition, harm minimization, movement and manipulative skills and components of fitness
- * A user-friendly approach to using ICT

Integrating recent research and existing knowledge on food marketing and its effects on the eating behaviour of children, adolescents, and adults, this timely collection explores how food promotion techniques can be used to promote

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healthier foods. Numerous factors influence what, when, and how we eat, but one of the main drivers behind the unhealthy dietary intake of people is food marketing. Bringing together important trends from different areas of study, with state-of-the-art insights from multiple disciplines, the book examines the important factors and psychological processes that explain the effects of food marketing in a range of contexts, including social media platforms. The book also provides guidelines for future research by critically examining interventions and their effectiveness in reducing the impact of food marketing on dietary intake, in order to help develop new research programs, legislation, and techniques about what can be done about unhealthy food marketing. With research conducted by leading scholars from across the world, this is essential reading for students and academics in psychology and related areas, as well as professionals interested in food marketing and healthy eating.

The aim of this book is to collect and to cluster research areas in the field of serious games and entertainment computing. It provides an introduction and gives guidance for the next generation of researchers in this field. The 18 papers presented in this volume, together with an introduction, are the outcome of a GI-Dagstuhl seminar which was held at Schloß Dagstuhl in July 2015.

Effective marketing tactics and strategies for professional service providers If you

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own and operate your own professional services firm—in accounting, finance, law, or another field—you know just how important marketing is to the success of your business. If you can't get your name out there, you won't have any customers to call your own. This handy guide offers a comprehensive plan for attracting and acquiring clients for small and even one-person firms—no marketing degree required. The strategies and tactics here are fun, easy-to-understand, and doable right now. All you need to bring is enthusiasm and commitment. You'll learn how to identify potential clients, explain why you're their best choice, grow your market share, get great referrals, designate which clients are long-term, profitable keepers, and much more. Features easy-to-implement marketing tactics and strategies for small professional services firms in any industry Ideal for anyone who runs a small firm, as well as professionals in larger firms who want to climb the ladder Shows readers with no marketing background how to boost their businesses Negates the need for expensive and often ineffective external marketing or sales consultants or branding and public relations firms For anyone who runs their own firm, Professional Services Marketing Wisdom offers unbeatable guidance on attracting and keeping the clients that small firms need to survive and thrive.

In September 2015, the National Academies of Sciences, Engineering, and

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Medicine's Food and Nutrition Board convened a workshop in Washington, DC, to discuss how communications and marketing impact consumer knowledge, skills, and behavior around food, nutrition, and healthy eating. The workshop was divided into three sessions, each with specific goals that were developed by the planning committee: Session 1 described the current state of the science concerning the role of consumer education, health communications and marketing, commercial brand marketing, health literacy, and other forms of communication in affecting consumer knowledge, skills, and behavior with respect to food safety, nutrition, and other health matters. Session 2 explored how scientific information is communicated, including the credibility of the source and of the communicator, the clarity and usability of the information, misconceptions/misinformation, and the impact of scientific communication on policy makers and the role of policy as a macro-level channel of communication. Session 3 explored the current state of the science concerning how food literacy can be strengthened through communication tools and strategies. This report summarizes the presentations and discussions from the workshop. How can we facilitate more effective, efficient, equitable and sustainable solutions to the problems that confound our communities and world? Social marketing guru R. Craig LeFebvre weaves together multi-level theories of change, research and

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case studies to explain and illustrate the development of social marketing to address some of society's most vexing problems. The result is a people-centered approach that relies on insight and empathy as much as on data for the inspiration, design and management of programs that strive for changes for good. This text is ideal for students and professionals in health, nonprofit, business, social services, and other areas. "This is it -- the comprehensive, brainy road map for tackling wicked social problems. It's all right here: how to create and innovate, build and implement, manage and measure, scale up and sustain programs that go well beyond influencing individual behaviors, all the way to broad social change in a world that needs the help."—Bill Novelli, Professor, McDonough School of Business, Georgetown University, former CEO, AARP and founder, Porter Novelli and the Campaign for Tobacco-Free Kids "I'm unaware of a more substantive treatise on social marketing and social change. Theoretically based; pedagogically focused; transdisciplinary; innovative; and action oriented: this book is right for our time, our purpose, and our future thinking and action."—Robert Gold, MS, PhD, Professor of Public Health and Former Dean of the School of Public Health at the University of Maryland, College Park "This book -- like its author -- is innovative and forward-looking, yet also well-grounded in the full range of important social marketing fundamentals."—Edward Maibach,

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MPH, PhD, University Professor and Director, Center for Climate Change Communication, George Mason University

This four volume set of books constitutes the proceedings of the 2016 37th International Conference Information Systems Architecture and Technology (ISAT), or ISAT 2016 for short, held on September 18–20, 2016 in Karpacz, Poland. The conference was organized by the Department of Management Systems and the Department of Computer Science, Wrocław University of Science and Technology, Poland. The papers included in the proceedings have been subject to a thorough review process by highly qualified peer reviewers. The accepted papers have been grouped into four parts: Part I—addressing topics including, but not limited to, systems analysis and modeling, methods for managing complex planning environment and insights from Big Data research projects. Part II—discussing about topics including, but not limited to, Web systems, computer networks, distributed computing, and multi-agent systems and Internet of Things. Part III—discussing topics including, but not limited to, mobile and Service Oriented Architecture systems, high performance computing, cloud computing, knowledge discovery, data mining and knowledge based management. Part IV—dealing with topics including, but not limited to, finance, logistics and market problems, and artificial intelligence methods.

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Children's health has made tremendous strides over the past century. In general, life expectancy has increased by more than thirty years since 1900 and much of this improvement is due to the reduction of infant and early childhood mortality. Given this trajectory toward a healthier childhood, we begin the 21st-century with a shocking development—an epidemic of obesity in children and youth. The increased number of obese children throughout the U.S. during the past 25 years has led policymakers to rank it as one of the most critical public health threats of the 21st-century. Preventing Childhood Obesity provides a broad-based examination of the nature, extent, and consequences of obesity in U.S. children and youth, including the social, environmental, medical, and dietary factors responsible for its increased prevalence. The book also offers a prevention-oriented action plan that identifies the most promising array of short-term and longer-term interventions, as well as recommendations for the roles and responsibilities of numerous stakeholders in various sectors of society to reduce its future occurrence. Preventing Childhood Obesity explores the underlying causes of this serious health problem and the actions needed to initiate, support, and sustain the societal and lifestyle changes that can reverse the trend among our children and youth.

It makes our lives easier, but it also has been proven to be a terribly unhealthy choice. This

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collection of essays debates fast food. Readers are given both sides to an assertion, allowing them multiple perspectives and a chance to decide for themselves. Essays include what fast food's impact is on our planet, whether marketing should target children, the impact of requiring caloric labels, and if there are benefits to the globalization of fast food.

Statistics for Evidence-Based Practice in Nursing, Third Edition teaches graduate students and professional nurses statistics using a readable, student- friendly approach. The Third Edition promotes a comprehensive understanding of statistics in all aspects of clinical practice and health care settings. Due to health care reform and the emphasis on quality care and patient safety, nurses are required to have the skills to interpret and evaluate statistical findings for practice, as well as use statistics in the design of evidence-based practice projects. Key Features: New evidence-based case studies and real-life examples to reflect current practice and issues in nursing and healthcare New critical thinking questions and self-quizzes to reinforce key concepts Written with an eye for clarity and accessibility to help drive student comprehension of statistics Larger, more complex datasets intended to expose students to the challenges of working with large populations Updated screenshots of the latest SPSS and Excel procedures for visual representation of statistical analysis in action Navigate 2 Premier Access

Supersizing Urban America reveals how the US government has been, and remains, a major contributor to America s obesity epidemic. Government policies, targeted food industry advertising, and other factors helped create and reinforce fast food consumption in America s urban communities. Historian Chin Jou uncovers how predominantly African-American neighborhoods went from having no fast food chains to being deluged. She lays bare the

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federal policies that helped to subsidize the expansion of the fast food industry in America's cities and explains how fast food companies have deliberately and relentlessly marketed to urban, African-American consumers. These developments are a significant factor in why Americans, especially those in urban, low-income, minority communities, have become disproportionately affected by the obesity epidemic."

Chronic diseases—heart disease, diabetes, lung disease, and common cancers—claim more than one out of every two lives worldwide. Within the next few decades their toll will rise, most greatly in developing countries. Yet this rapid growth of chronic diseases is not being met with a proportionate global response. Left unaddressed, they pose a major threat to social and economic development. This book is the first to synthesize the growing evidence base surrounding chronic disease, comprehensively addressing the prevention and control of chronic diseases from epidemiologic, economic, prevention/management, and political economy perspectives. *Sick Societies* is written in five main parts. The first three chapters explore the causes and consequences of chronic diseases on a global level. Chapter four identifies different approaches to preventing and managing chronic diseases, while chapters five and six consider the power and politics in global health that have stymied an effective response to chronic disease. In chapter seven, the themes from the first three parts come into focus through a series of invited contributions from leading public health experts. The final chapter sets out a model of pragmatic and imaginative solidarity, wherein the struggles of the rich and poor to survive are united by a common cause and shared goals.

A provocative follow-up to the bestselling *What's for Lunch?*, *Eat This!* focuses on the impact on children of fast food advertising -- an immense industry worth billions of dollars. Andrea

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Curtis shows how corporations who market to kids embed their sales pitches in all sorts of media to persuade young consumers that they have to have the foods they are manufacturing. Of course, most of this food has the potential to negatively impact the health and well-being of children. The author explains what advertising is, discusses product placement, the use of video games to sell food, the use of cartoon characters to sell products as well as acting as agents for apparently charitable fundraising ventures. In each page spread, Andrea Curtis provides insights that come from research into all aspects of the fast food industry and in the end suggests ways in which young people can push back.

This book provides an up-to-date and comprehensive review and critique of the scientific evidence concerning the prevalence, nature and potential effects of food advertising and other forms of marketing on children. There is growing international concern about the prevalence of childhood obesity and associated health problems. Poor quality diet and nutrition has been blamed. The food and soft drinks industries have been targeted in this context for their promotions of foods and drinks that are high in salt, sugar and fat content. Many of the most widely promoted and consumed food brands fail to meet recommended nutritional standards. What is the evidence for the effects of food promotions on children's food preferences, diets and health? This book draws on evidence from around the world, reviewing the major studies before presenting a fresh assessment of the state of play. It considers also the issue of food regulation and advertising codes of practices, the need for better and relevant consumer education and socialisation about advertising and nutrition.

A number one Irish bestseller, and winner of the Popular Non-Fiction Book of the Year at the Irish Book Awards In this fascinating and thought-provoking book, Professor Luke O'Neill

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grapples with life's biggest questions and tells us what science has to say about them. Covering topics from global pandemics to gender, addiction to euthanasia, Luke O'Neill's easy wit and clever pop-culture references deconstruct the science to make complex questions accessible. Arriving at science's definitive answers to some of the most controversial topics human beings have to grapple with, *Never Mind the B#!*cks, Here's the Science* is a celebration of science and hard facts in a time of fake news and sometimes unhelpful groupthink. 'A celebration of scientific fact in an era characterised by nebulous subjectivity' Irish Times

Obesity is an increasing problem on a global scale, and strategies for its prevention involve experts from many disciplines including nutritionists, physicians, policy-makers and public health professionals. This book covers the latest advances in obesity development, management and prevention with specific focus on dietary interventions. Part one covers the development of obesity and key drivers for its continuation and increase. Part two looks at the role of specific dietary components in obesity management, and part three discusses the role of behavioural factors such as eating patterns in managing and preventing obesity. Part four focuses on structured dietary interventions for obesity treatment, and part five looks at public interventions and consumer issues. Reviews how different foods and diets can affect obesity management Examines various ways of preventing and treating obesity Explores how governments and industries are preventing and treating obesity

As threats of infectious disease grow and the nation confronts chronic health problems such as diabetes and obesity, health professionals, citizens, and

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community stakeholders must address increasingly complex ethical conflicts about public health policies and practices. *Essentials of Public Health Ethics* introduces students to the field of public health ethics, by focusing on cases. Topics span the discipline of public health and integrate materials, concepts, and frameworks from numerous fields in public health, such as health promotion, environmental health and health policy. By delving into both historical and contemporary cases, including international cases, the authors investigate the evolution and impact of various understandings of the concept of the public over time, i.e., the public not only as a numerical population that can be defined and measured, but also as a political group with legally defined obligations and relationships, as well as diverse cultural and moral understandings. While the text examines a range of philosophical theories and contemporary perspectives, it is written in a way that presupposes no previous exposure to the philosophical concepts but at the same time provides challenging cases for students who do have more advanced knowledge. Thus the book should be useful in Schools and Programs in Public Health as well as for undergraduate public health courses in liberal arts institutions and for health sciences students at the advanced undergraduate and graduate levels."

This proceedings volume presents timely research and insights on the

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advancement of marketing's basic premise—providing greater levels of customer value. In recent years, both marketing scholars and practitioners have witnessed great advancements in technology and methodologies associated with big data, with location-based marketing centered on mobile apps and the real-time tracking of consumer behavior, and with innovations and enhancements in communications utilizing the continually growing presence of social media.

Featuring the full proceedings of the 2017 Academy of Marketing Science (AMS) Annual Conference held in Coronado Island, California, this volume provides ground-breaking research from scholars and practitioners from around the world that will help marketers in providing value for companies, consumers and society.

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world.

Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field.

Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science

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(JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. Historically, few topics have attracted as much scholarly, professional, or popular attention as food and eating—as one might expect, considering the fundamental role of food in basic human survival. Almost daily, a new food documentary, cooking show, diet program, food guru, or eating movement arises to challenge yesterday's dietary truths and the ways we think about dining. This work brings together voices from a wide range of disciplines, providing a fascinating feast of scholarly perspectives on food and eating practices, contemporary and historic, local and global. Nineteen essays cover a vast array of food-related topics, including the ever-increasing problems of agricultural globalization, the contemporary mass-marketing of a formerly grassroots movement for organic food production, the Food Network's successful mediation of social class, the widely popular phenomenon of professional competitive eating and current trends in "culinary tourism" and fast food advertising. Instructors considering this book for use in a course may request an examination copy [here](#).

"This is a book to savor, especially if you're a fast-food fan."—Bookpage "This fun, argumentative, and frequently surprising pop history of American fast food will thrill and educate food lovers of all speeds." —Publishers Weekly Most any

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honest person can own up to harboring at least one fast-food guilty pleasure. In *Drive-Thru Dreams*, Adam Chandler explores the inseparable link between fast food and American life for the past century. The dark underbelly of the industry's largest players has long been scrutinized and gutted, characterized as impersonal, greedy, corporate, and worse. But, in unexpected ways, fast food is also deeply personal and emblematic of a larger than life image of America. With wit and nuance, Chandler reveals the complexities of this industry through heartfelt anecdotes and fascinating trivia as well as interviews with fans, executives, and workers. He traces the industry from its roots in Wichita, where White Castle became the first fast food chain in 1921 and successfully branded the hamburger as the official all-American meal, to a teenager's 2017 plea for a year's supply of Wendy's chicken nuggets, which united the internet to generate the most viral tweet of all time. *Drive-Thru Dreams* by Adam Chandler tells an intimate and contemporary story of America—its humble beginning, its innovations and failures, its international charisma, and its regional identities—through its beloved roadside fare.

Kids love fast food. And the fast food industry definitely loves kids. It couldn't survive without them. Did you know that the biggest toy company in the world is McDonald's? It's true. In fact, one out of every three toys given to a child in the

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United States each year is from a fast food restaurant. Not only has fast food reached into the toy industry, it's moving into our schools. One out of every five public schools in the United States now serves brand name fast food. But do kids know what they're eating? Where do fast food hamburgers come from? And what makes those fries taste so good? When Eric Schlosser's best-selling book, *Fast Food Nation*, was published for adults in 2001, many called for his groundbreaking insight to be shared with young people. Now Schlosser, along with co-writer Charles Wilson, has investigated the subject further, uncovering new facts children need to know. In *Chew On This*, they share with kids the fascinating and sometimes frightening truth about what lurks between those sesame seed buns, what a chicken 'nugget' really is, and how the fast food industry has been feeding off children for generations.

Creating an environment in which children in the United States grow up healthy should be a high priority for the nation. Yet the prevailing pattern of food and beverage marketing to children in America represents, at best, a missed opportunity, and at worst, a direct threat to the health prospects of the next generation. Children's dietary and related health patterns are shaped by the interplay of many factors—their biologic affinities, their culture and values, their economic status, their physical and social environments, and their commercial

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media environmentsâ€"all of which, apart from their genetic predispositions, have undergone significant transformations during the past three decades. Among these environments, none have more rapidly assumed central socializing roles among children and youth than the media. With the growth in the variety and the penetration of the media have come a parallel growth with their use for marketing, including the marketing of food and beverage products. What impact has food and beverage marketing had on the dietary patterns and health status of American children? The answer to this question has the potential to shape a generation and is the focus of *Food Marketing to Children and Youth*. This book will be of interest to parents, federal and state government agencies, educators and schools, health care professionals, industry companies, industry trade groups, media, and those involved in community and consumer advocacy. There is considerable rhetoric and concern about weight and obesity across an increasing range of national contexts. Alarmist claims about an 'obesity time-bomb' are continually recycled in policy reports, reviews and white papers, each of which begin with the assumption that fatness is fundamentally unhealthy and damaging to national economies. With contributions from the UK, Canada, the USA and Australia, this book offers alternative critical perspectives on this alleged public health crisis which were, in part, developed through an Economic

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and Social Research Council seminar series on Fat Studies and Health at Every Size (HAES). Written by scholars from a range of disciplines and the health professions, themes include: an interrogation of statistical procedures used to construct the obesity epidemic, overweight and obesity as cultural signifiers for Type 2 diabetes, understandings of healthy eating and healthy weight in a 'problem' population, gendered expectations on men and women to lose weight, the visual representation of obesity, tensions when researching (anti-)fatness, critical dietitians' engagement with HAES, alternative ways of promoting physical activity, and representations of obesity in the media. This book was originally published as a special issue of *Critical Public Health*.

Health, Food and Social Inequality investigates how vast amounts of consumer data are used by the food industry to enable the social ranking of products, food outlets and consumers themselves, and how this influences food consumption patterns. This book supplies a fresh social scientific perspective on the health consequences of poor diet. Shifting the focus from individual behaviour to the food supply and the way it is developed and marketed, it discusses what is known about the shaping of food behaviours by both social theory and psychology. Exploring how knowledge of social identities and health beliefs and behaviours are used by the food industry, *Health, Food and Social Inequality*

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outlines, for example, how commercial marketing firms supply food companies with information on where to locate snack and fast foods whilst also advising governments on where to site health services for those consuming such foods disproportionately. Giving a sociological underpinning to Nudge theory while simultaneously critiquing it in the context of diet and health, this book explores how social class is an often overlooked factor mediating both individual dietary practice and food marketing strategies. This innovative volume provides a detailed critique of marketing and food industry practices and places class at the centre of diet and health. It is suitable for scholars in the social sciences, public health and marketing.

Muslim consumers represent an untapped and viable market segment, but to date there has been very little research on catering to their needs or running and managing Islamic businesses. Innovations in Islamic business, interest in the use of Sukuk (Islamic bonds) to finance major projects, pressures on Islamic banks to reduce the financing gap in society, and the need to understand Muslim consumers, require a deeper grasp of the issues and opportunities involved, which are quite unique. In similar vein, acquiring expertise on topics specific to Shari'ah-compliant businesses requires a thorough knowledge of matters ranging from financing to branding and, in a broader sense, creating an entrepreneurial framework suitable to the market. This book fills this

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gap by presenting high-quality and original case studies on Islamic finance, marketing and management from around the world. Equally valuable in business school classrooms and for c-suite strategists, it will help readers shape business strategies to tap into a billion-strong market.

For the last 150 years, advertising has created a consumer culture in the United States, shaping every facet of American life—from what we eat and drink to the clothes we wear and the cars we drive. • Includes original essays by noted cultural and advertising historians, commentators, and journalists • Provides analysis from experts in advertising and popular culture that places American advertising in historical and cultural context • Supplies a comprehensive examination of advertising history and its consequences across modern America • Presents an extensive analysis of the role of new media and the Internet • Documents why advertising is necessary, not only for companies, but in determining what being "an American" constitutes

The single most influential culinary trend of our time is fast food. It has spawned an industry that has changed eating, the most fundamental of human activities. From the first flipping of burgers in tiny shacks in the western United States to the forging of neon signs that spell out "Pizza Hut" in Cyrillic or Arabic scripts, the fast food industry has exploded into dominance, becoming one of the leading examples of global corporate success. And with this success it has become one of the largest targets of political criticism, blamed for widespread obesity, cultural erasure, oppressive labor practices,

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and environmental destruction on massive scales. In this book, expert culinary historian Andrew F. Smith explores why the fast food industry has been so successful and examines the myriad ethical lines it has crossed to become so. As he shows, fast food—plain and simple—devised a perfect retail model, one that works everywhere, providing highly flavored calories with speed, economy, and convenience. But there is no such thing as a free lunch, they say, and the costs with fast food have been enormous: an assault on proper nutrition, a minimum-wage labor standard, and a powerful pressure on farmers and ranchers to deploy some of the worst agricultural practices in history. As Smith shows, we have long known about these problems, and the fast food industry for nearly all of its existence has been beset with scathing exposés, boycotts, protests, and government interventions, which it has sometimes met with real changes but more often with token gestures, blame-passing, and an unrelenting gauntlet of lawyers and lobbyists. Fast Food ultimately looks at food as a business, an examination of the industry's options and those of consumers, and a serious inquiry into what society can do to ameliorate the problems this cheap and tasty product has created.

In recent years, questions such as “what are kids eating?” and “who’s feeding our kids?” have sparked a torrent of public and policy debates as we increasingly focus our attention on the issue of childhood obesity. The Centers for Disease Control and Prevention estimates that while 1 in 3 American children are either overweight or

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obese, that number is higher for children living in concentrated poverty. Enduring inequalities in communities, schools, and homes affect young people's access to different types of food, with real consequences in life choices and health outcomes. *Fast-Food Kids* sheds light on the social contexts in which kids eat, and the broader backdrop of social change in American life, demonstrating why attention to food's social meaning is important to effective public health policy, particularly actions that focus on behavioral change and school food reforms. Through in-depth interviews and observation with high school and college students, Amy L. Best provides rich narratives of the everyday life of youth, highlighting young people's voices and perspectives and the places where they eat. The book provides a thorough account of the role that food plays in the lives of today's youth, teasing out the many contradictions of food as a cultural object—fast food portrayed as a necessity for the poor and yet, reviled by upper-middle class parents; fast food restaurants as one of the few spaces that kids can claim and effectively 'take over' for several hours each day; food corporations spending millions each year to market their food to kids and to lobby Congress against regulations; schools struggling to deliver healthy food young people will actually eat, and the difficulty of arranging family dinners, which are known to promote family cohesion and stability. A conceptually-driven, ethnographic account of youth and the places where they eat, *Fast-Food Kids* examines the complex relationship between youth identity and food consumption, offering answers to those straightforward

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questions that require crucial and comprehensive solutions.

This is one of the first textbooks to explore the phenomenon of Influencer Marketing and how it fits within marketing communications to build brands and their communities. Influencers – those who can impact a brand’s marketing and advertising strategies as well as build brand communities – are making extensive use of the new digital and traditional communications platforms. Influencers offer brands the ability to deliver the “right” communication and marketing messages to a specific target audience. Across four core sections, this book brings together the key theory and practical implications of this new marketing tool: how it works as part of communications campaigns, including how to select the right influencers and measure their success, the dark side of influencer marketing, and the legal and ethical framework. With contributions from authors across the globe, each chapter is also accompanied by an in- depth case study – from the Kardashians to Joe Wicks – that demonstrates how the theory translates to practice. Influencer Marketing is important reading for advanced, postgraduate and executive education students of Marketing, Digital Marketing, Marketing Communications, Brand Management and Public Relations. With its accessible style and practical content, it is also highly valuable for Marketing Communications, Branding and PR specialists.

How do newspapers use language to represent obesity, and how does this language potentially shame and stigmatise people with obesity? The first book-length linguistic

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analysis of the representation of obesity in the press, this work presents innovative methods and key theories for exploring how language shapes public attitudes. Food Marketing to Children and Youth Threat or Opportunity? National Academies Press Obesity among children is a national and international concern. The focus of this book is to provide evidence-based strategies to assist parents and educators to foster healthy weight gain in children. This book will empower children to be active agents of their own health behavior change.

Rates of childhood obesity are alarmingly high and increasing each year. Studies have shown that obese children are more likely to become obese adults and are likely to suffer with numerous health consequences like coronary heart disease, high blood pressure, and Type II diabetes, among others. Studies also indicate that television viewing and exposure to advertising for food products influences children's attitudes toward, food preferences and food purchase requests for foods with low nutritional value. It is important to better understand the role of media in childhood obesity and to learn how media may be used to address this issue in a positive way. This book focuses on communication and media research that can have an impact on reducing childhood obesity. Emphasis is placed on topics related to how the media communicate health-related messages about food, nutrition and diet that influence childhood obesity. Particular emphasis is on the new media, given the fact that media now have more central roles in socializing today's children and youth than ever before. Advertising and

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marketing messages reach young consumers through a variety of vehicles – broadcast and cable television, radio, magazines, computers through the Internet, music, cell phones – and in many different venues – homes, schools, child-care settings, grocery stores, shopping malls, theaters, sporting events, and even airports. In addition, given the disparity in obesity rates between children of color and the general population, special attention is given to research on media targeting these populations.

Are you looking to take advantage of social media for your business or organization? With easy-to-understand introductions to blogging, forums, opinion and review sites, and social networks such as Twitter, Facebook, and LinkedIn, this book will help you choose the best -- and avoid the worst -- of the social web's unique marketing opportunities. The Social Media Marketing Book guides you through the maze of communities, platforms, and social media tools so you can decide which ones to use, and how to use them most effectively. With an objective approach and clear, straightforward language, Dan Zarrella, aka "The Social Media & Marketing Scientist," shows you how to plan and implement campaigns intelligently, and then measure results and track return on investment. Whether you're a seasoned pro or new to the social web, this book will take you beyond the jargon to social media marketing mastery. Make sense of this complicated environment with the help of screenshots, graphs, and visual explanations Understand the history and culture of each social media type, including features, functionality, and protocols Get clear-cut explanations of

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the methods you need to trigger viral marketing successes Choose the technologies and marketing tactics most relevant to your campaign goals Learn how to set specific goals for your campaigns and evaluate them according to key performance indicators Praise for *The Social Media Marketing Book*: "Let Zarrella take you to social-media marketing school. You'll learn more from reading this book than a month of research on the Internet."--Guy Kawasaki, co-founder of Alltop.com "If I could be any other person for a day, it would be Dan Zarella. Either him or Brad Pitt. But Dan's smarter. This book is why I say that."--Chris Brogan, President of New Marketing Labs "This book demonstrates a beginning to the endless possibilities of the Social Web."-- Brian Solis, publisher of leading marketing blog PR 2.0

The childhood obesity epidemic is an urgent public health problem. The most recent data available show that nearly 19 percent of boys and about 15 percent of girls aged 2-19 are obese, and almost a third of U.S. children and adolescents are overweight or obese (Ogden et al., 2012). The obesity epidemic will continue to take a substantial toll on the health of Americans. In the midst of this epidemic, children are exposed to an enormous amount of commercial advertising and marketing for food. In 2009, children aged 2-11 saw an average of more than 10 television food ads per day (Powell et al., 2011). Children see and hear advertising and marketing messages for food through many other channels as well, including radio, movies, billboards, and print media. Most notably, many new digital media venues and vehicles for food marketing have emerged

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in recent years, including Internet-based advergames, couponing on cell phones, and marketing on social networks, and much of this advertising is invisible to parents. The marketing of high-calorie, low-nutrient foods and beverages is linked to overweight and obesity. A major 2006 report from the Institute of Medicine (IOM) documents evidence that television advertising influences the food and beverage preferences, requests, and short-term consumption of children aged 2-11 (IOM, 2006). Challenges and Opportunities for Change in Food Marketing to Children and Youth also documents a body of evidence showing an association of television advertising with the adiposity of children and adolescents aged 2-18. The report notes the prevailing pattern that food and beverage products marketed to children and youth are often high in calories, fat, sugar, and sodium; are of low nutritional value; and tend to be from food groups Americans are already overconsuming. Furthermore, marketing messages that promote nutrition, healthful foods, or physical activity are scarce (IOM, 2006). To review progress and explore opportunities for action on food and beverage marketing that targets children and youth, the IOM's Standing Committee on Childhood Obesity Prevention held a workshop in Washington, DC, on November 5, 2012, titled "New Challenges and Opportunities in Food Marketing to Children and Youth." Reflecting significant changes in the industry and the latest research in the field, this fully updated Third Edition of Rebecca Sroda's Nutrition for Dental Health provides dental hygiene and dental assisting students up-to-date, easy-to-understand coverage

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of basic nutrition and diet information with an emphasis on the relationship of nutrition and diet to oral health. Now in vibrant full color, this accessible and student-friendly Third Edition features up-to-date, evidence-based content, new practice-focused features, outstanding end-of-chapter and online learning tools, and enhanced instructors resources.

Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

Media and the Well-Being of Children and Adolescents brings together many of the field's most important scholars and media professionals to present cutting-edge theory and empirical research on both the benefits and risks to youth development. It examines the role that media play in the every-day lives of young people and their families, and considers both traditional media such as television and movies as well as "new" digital media, such as video games, cell phones, and the Internet. The volume is divided into four parts. Part One provides up-to-date trends on children and adolescents' access to media in the home, as well as the time they spend with television, computers, and the Internet. Part Two presents research that highlights the potentially negative impact of age-inappropriate or excess media use on children's physical, cognitive, social, and emotional well-being. Part Three offers examples of how media enhance children's education, health, and social connections. Part Four explores

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implications for the creation of high-quality, enriching content that speaks to the needs and interests of young people today. The volume's interdisciplinary perspective acknowledges the many controversies surrounding the effects of media on youth, and offers a balanced view of the challenges and opportunities that media represent for healthy development. The book is intended to be a resource for students and scholars working within education, developmental psychology, public health, and communication. Additionally, it speaks to media professionals who seek to create content that enriches the lives of children and adolescents.

This book honours the contribution Professor Pascale Quester has made to academia and higher education, through her research, teaching, and leadership. It provides readers with a comprehensive, contemporary perspective on marketing practice with an emphasis on the role of marketing in making a difference. Organisations are interwoven with the society in which they operate and are thus commonly expected to shoulder some responsibility in advancing that society. While there has been significant academic and practitioner focus on corporate social responsibility (CSR), research is often limited to the organisational benefits and implementation of CSR initiatives, this book presents a broader perspective. It highlights a variety of players and approaches that are making a difference to their various stakeholder groups, specifically in the areas of sponsorship, consumer behaviour, education, health and innovation.

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