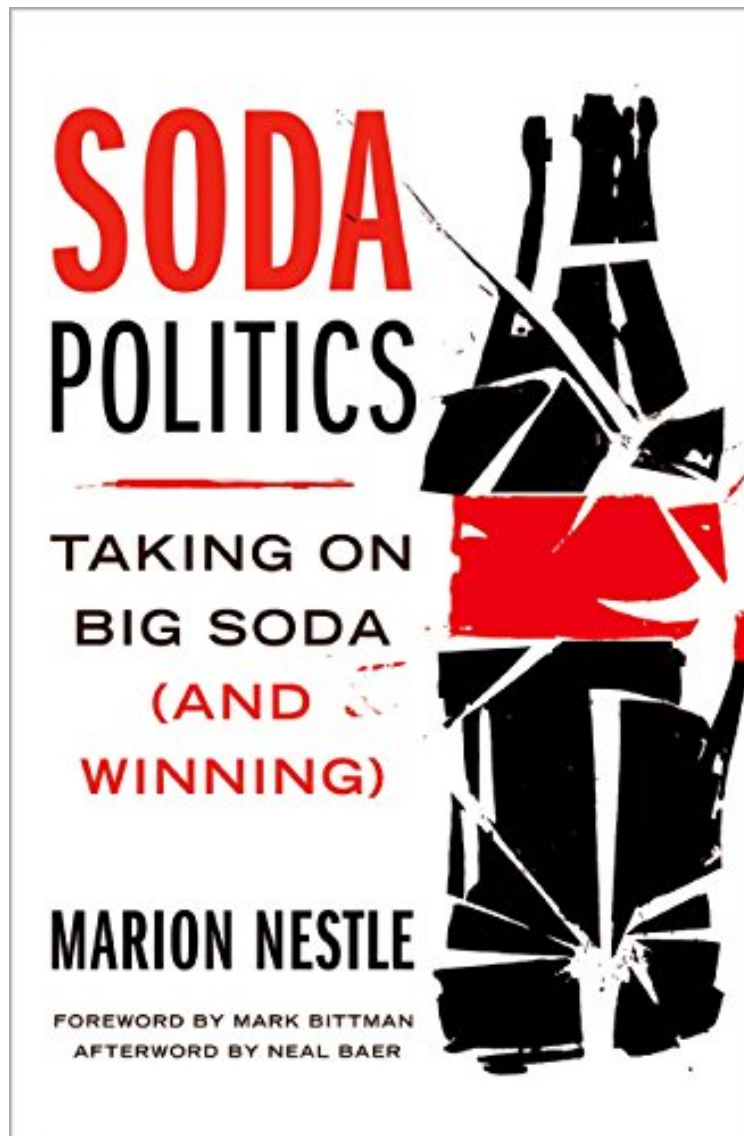


[Download pdf] Soda Politics: Taking on Big Soda (And Winning)

Soda Politics: Taking on Big Soda (And Winning)

Dr. Marion Nestle

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Dr. Marion Nestle : Soda Politics: Taking on Big Soda (And Winning) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Soda Politics: Taking on Big Soda (And Winning):

0 of 0 people found the following review helpful. A very important book for those wishing to stay healthyBy MGVAAn excellent eye-opener that delves into how the Big Corporates like the Coca-Cola company "manage" the marketing of their products. Knowing well their products like the Coke are nothing more than sugared drinks with zero nutritional value and have serious harmful effects on humans, these companies have historically and systematically undermined the advice of groups promoting good health. The book is very well researched and makes abundantly clear how people

are duped into buying products that are harmful to them. One such example being how the popular nutrition "experts" are co-opted into "soft-marketing" a company's products by equivocating about their harmful effects. I would highly recommend this book to anyone who is serious about being well-informed about their food habits and staying healthy over the course of their lives. 0 of 0 people found the following review helpful. Five Stars By Blackstone A very good read. 0 of 0 people found the following review helpful. Tools to take action By John Lachiewicz Well researched book highlighting everything from the nature of the beverage industry to the industry tricks used keep making money off our country's waistline. This book highlights many ways individuals can take action in their own household as well as their community and at the national level.

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 a multibillion-dollar industry with global recognition, distribution, and political power. Billed as "refreshing," "tasty," "crisp," and "the real thing," sodas also happen to be so well established to contribute to poor dental hygiene, higher calorie intake, obesity, and type-2 diabetes that the first line of defense against any of these conditions is to simply stop drinking them. Habitually drinking large volumes of soda not only harms individual health, but also burdens societies with runaway healthcare costs. So how did products containing absurdly inexpensive ingredients become multibillion dollar industries and international brand icons, while also having a devastating impact on public health? In *Soda Politics*, the 2016 James Beard Award for Writing Literature Winner, Dr. Marion Nestle answers this question by detailing all of the ways that the soft drink industry works overtime to make drinking soda as common and accepted as drinking water, for adults and children. Dr. Nestle, a renowned food and nutrition policy expert and public health advocate, shows how sodas are principally miracles of advertising; Coca-Cola and PepsiCo spend billions of dollars each year to promote their sale to children, minorities, and low-income populations, in developing as well as industrialized nations. And once they have stimulated that demand, they leave no stone unturned to protect profits. That includes lobbying to prevent any measures that would discourage soda sales, strategically donating money to health organizations and researchers who can make the science about sodas appear confusing, and engaging in Corporate Social Responsibility (CSR) activities to create goodwill and silence critics. *Soda Politics* follows the money trail wherever it leads, revealing how hard Big Soda works to sell as much of their products as possible to an increasingly obese world. But *Soda Politics* does more than just diagnose a problem--it encourages readers to help find solutions. From Berkeley to Mexico City and beyond, advocates are successfully countering the relentless marketing, promotion, and political protection of sugary drinks. And their actions are having an impact--for all of the hardball and softball tactics the soft drink industry employs to maintain the status quo, soda consumption has been flat or falling for years. Health advocacy campaigns are now the single greatest threat to soda companies' profits. *Soda Politics* provides readers with the tools they need to keep up pressure on Big Soda in order to build healthier and more sustainable food systems.

2016 James Beard Award for Writing Literature Winner "The soda industry is a powerful economic operator. Economic power readily translates into political power. *Soda Politics* is exactly the kind of carefully-researched investigative reporting needed to open the eyes of the public and parliamentarians to the health hazards of what is, as the author rightly notes, essentially liquid candy in a bottle." --Dr. Margaret Chan, Director-General, World Health Organization "Long recognized as an important and informed voice in our national and international discussions on nutrition and health, Marion Nestle has written another book that will keep us talking. With an impressive combination of scholarship and advocacy, Dr. Nestle takes an unflinching look at the soda industry, its products and the impact on health. *Soda Politics* deserves the attention of the public and policy makers, and should make us all think more carefully about choices we can make to improve health and well-being." --Margaret Hamburg, M.D., Former Commissioner of the U.S. Food and Drug Administration "Marion Nestle is one of the greatest muckrakers of our time, and what she does is vitally important--for our health, our environment, and for future generations. Here, she wages war against the soda titans with such piercing clarity and so many irrefutable truths that all other arguments crumble." --Alice Waters, Founder and Proprietor of Chez Panisse "Comprehensive and well-written, this book will help frame a thoughtful public policy debate about nutrition and the societal impacts and costs of obesity." --Ann M. Veneman, Former US Secretary of Agriculture and Former Executive Director of UNICEF "What happens when the food industry's most insightful critic turns her sights on soda? This razor-sharp, fun to read, plan-of-battle for one of the greatest public health fights of our time. Big soda may have all the money, but those who would enter this fray, as we all should, now have their champion." --Michael Moss, Author of *Salt Sugar Fat: How the Food Giants Hooked Us* "For decades, soda companies have amassed fortunes off drinks that are making us sick. It took someone like Marion Nestle to cut through the spin and uncover the high cost of cheap sodas." --Robert Kenner, Director/Producer, *Food Inc.* and *Merchants of Doubt* "No book in history has so completely laid bare the soda scourge that touches every corner of the world. Marion Nestle shows how this happened, its impact on human health and well-being, who the players are, and, most importantly, what might be done. This is the right book at the right time." --Dr. Kelly Brownell, Dean, Sanford School of Public Policy, Duke University "An outstanding manual for health educators, activists, and

anyone seeking information about the soda industry and its impact on health." - Library Journal "If you have been exhausted by the flip-flop of Brexit politics in recent weeks, Soda Politics offers a refreshing break - a great read for dietitians." - NHDmag

About the Author Dr. Marion Nestle is Paulette Goddard Professor in the Department of Nutrition, Food Studies, and Public Health and Professor of Sociology at New York University. Her degrees include a Ph.D. in molecular biology and an M.P.H. in public health nutrition, both from the University of California, Berkeley. From 1986-88, she was senior nutrition policy advisor in the Department of Health and Human Services and managing editor of the 1988 Surgeon General's Report on Nutrition and Health. She has been a member of the FDA Food Advisory Committee and Science Board, the USDA/DHHS Dietary Guidelines Advisory Committee, and American Cancer Society committees that issue dietary guidelines for cancer prevention. She is also the author of *Eat Drink Vote: An Illustrated Guide to Food Politics* (Rodale, 2013), *Why Calories Count: From Science to Politics* (Berkeley, 2012), *Safe Food: The Politics of Food Safety* (Berkeley, 2010), *Food Politics: How the Food Industry Influences Nutrition and Health* (Berkeley, 2007), which won awards from the Association for American Publishers and the James Beard Foundation; and *What to Eat* (North Point, 2006), which was named one of 's top ten books of 2006. You can read her blog at www.foodpolitics.com.