



Is Food Marketing Making Us Fat?: A Multi-Disciplinary Review (Foundations and Trends(r) in Marketing)

Pierre Chandon, Brian Wansink

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Is Food Marketing Making Us Fat? reviews the literature in marketing, nutrition, psychology, economics and related disciplines that investigate the link between marketing activity, food intake and obesity, with a particular emphasis on the effects of marketing on overeating. The authors bring together streams of research which have so far been largely disconnected. To limit the scope of the review, this monograph focuses on the direct effects of marketing activity under the direct control of food marketers and on consumption volume because of its direct impact on food/energy intake. It also reviews studies on food choice to the extent that it obviously impacts energy intake but exclude studies of the effects of marketing on energy expenditure.

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