

Download Eat This How Fast Food Marketing Gets You To Buy Junk And How To Fight Back

Eat This! examines how fast food marketing gets you to buy junk and how you can fight back. It shows how marketers embed sales pitches in media to lure consumers to foods that can negatively impact the health of children. The author explains what advertising is, discusses product placement and other tools used to sell products. Eat This! How Fast Food Marketing Gets You to Buy Junk (and how to fight back) will be published by Red Deer Press this year. Eat This! is a guide to recognizing the marketing tricks companies use to sell foods and beverages to children. Learn about the increasingly complex and subliminal tactics used to market to kids. Eat this! How fast food marketing gets you to buy junk (and how to fight back) By Andrea Curtis. Fast food companies spend billions every year trying to get the attention of young people. You're bombarded with marketing messages selling salt, sugar & fatty foods on TV, the internet, the street, even in school. Curtis, A. (2018). Eat this!: How fast-food marketing gets you to buy junk (and how to fight back). Markham, Ontario: Red Deer Press. Sazaklis, J. (2016). Jumping for junk food. North Mankato, MN: Stone Arch Books, a Capstone Imprint. The possible content-area crossover for Eat This! is health ...