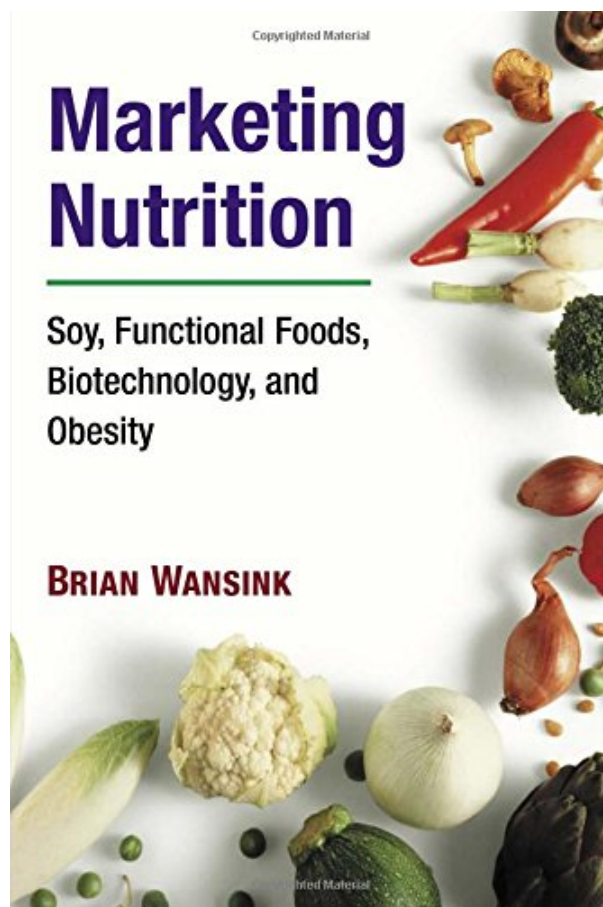


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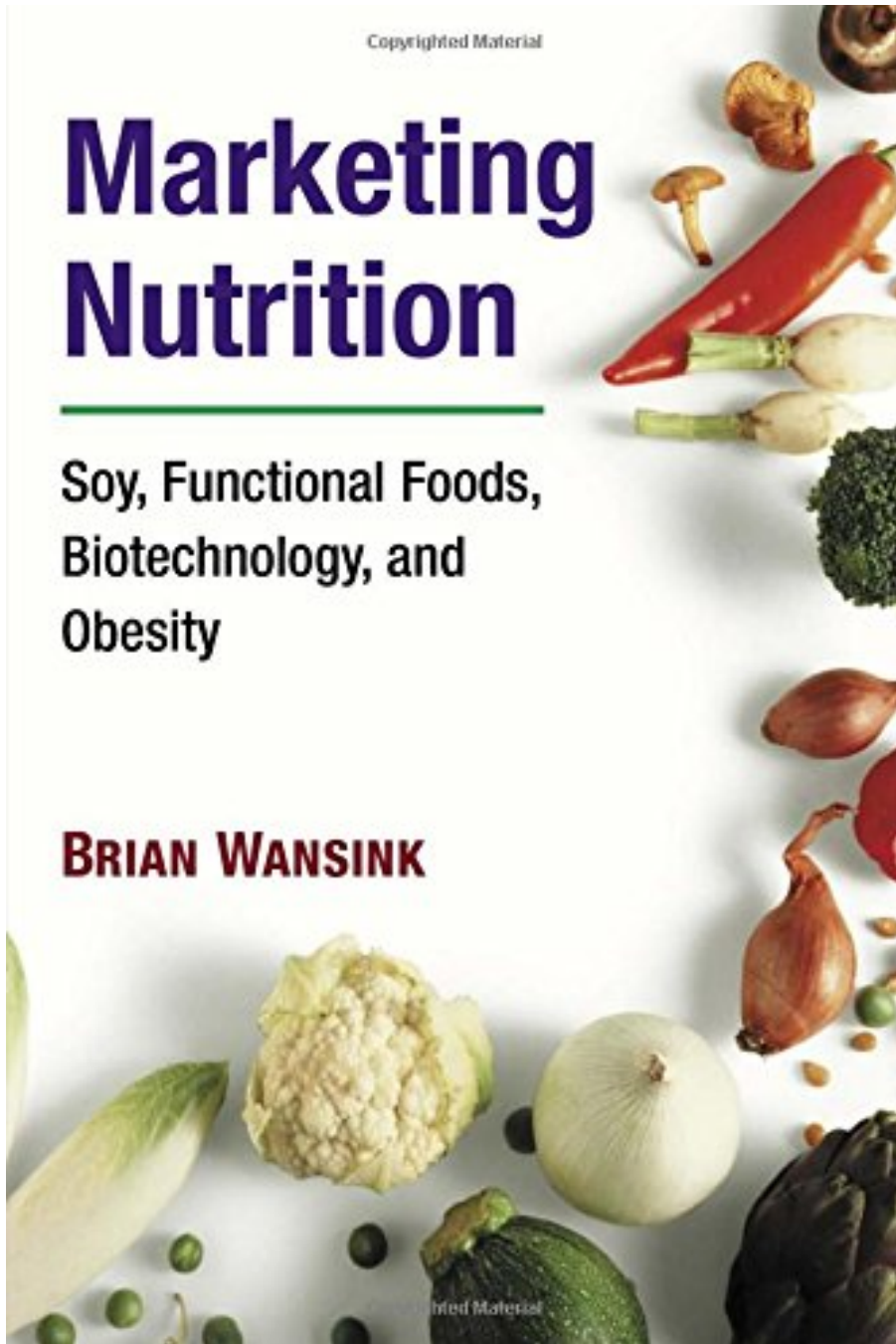


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Marketing Nutrition

Soy, Functional Foods,
Biotechnology, and
Obesity

BRIAN WANSINK



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Review

"Read this book! You will not be able to put it down. You will find yourself nodding in agreement and having countless 'ah-ha' moments when you realize how much you wish this book had been available and required reading for your first nutrition counseling class. . . . This book is a must for everyone wanting to help people be healthier. It should be required reading for all dietetics students and practicing nutrition specialists."--Today's Dietitian

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From the Author

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Although encouraging people to eat more nutritiously can promote better health, most efforts by companies, health professionals, and even parents are disappointingly ineffective. Consumer confusion has led to floundering sales for soy foods; embarrassing results for expensive Five-a-Day for Better Health programs; and uneaten mountains of vegetables at homes and in school cafeterias. Brian Wansink's Marketing Nutrition focuses on why people eat the foods they do, and what can be done to improve their nutrition.

Wansink argues that the true challenge in marketing nutrition lies in leveraging new tools of consumer psychology (which he specifically demonstrates) and by applying lessons from other products' failures and successes. The same tools and insights that have helped make less nutritious products popular also offer the best opportunity to reintroduce a nutritious lifestyle. The key problem with marketing nutrition remains, after all, marketing.

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Most helpful customer reviews

6 of 6 people found the following review helpful.

Marketing Nutrition for Health Professionals

By Tara M. Diversi

I have been a follower of Professor Brian Wansink's brilliant work since studying as a dietitian from 2002, and Brian's book - Marketing Nutrition has been like my bible for my nutrition consulting.

We continue to face problems with the health of society deteriorating, and in Marketing Nutrition the science of nutrition is combined with the practical applicability of marketing and consumer behaviour to promote positive health behaviour.

As Dietitians, we have a strong understanding of the science behind how food and nutrients affect the body and body composition. We are passionate about having our message heard, but unfortunately as depicted on page 14 of Marketing Nutrition; Doctors, Magazines, Books and Television were ranked as more highly trusted sources of nutrition information than nutritionists.

Marketing nutrition gives us the tools to marketing nutrition and health and how we can use the principle that marketers use to achieve effective health outcomes.

Sometimes as dietitians, we believe that knowledge is power and focus on educating our clients. Although important, Brian identifies a hierarchy in nutrition knowledge and that if people link knowledge of a food's attributes to personal health consequences, they are more likely to accept and consume a new food.

Gatekeepers are identified as the key to promoting healthy eating, making up to 70% of the families food choices. To be successful, we therefore need to target gatekeepers who are making health decisions on behalf of others. Brian also describes research into successful health claims. Interestingly, short health claims were

found to be more believable than long ones, and this could be relevant for all types of health messages.

The great thing about Marketing Nutrition is that it can't be adequately described in a summary - each chapter introduces new ideas, strategies and case studies around nutrition marketing. It can be used as a textbook - and should be within every dietetic course, where students would benefit from learning strategies about getting nutrition messages across.

Relevance to Health Professionals

Marketing Nutrition is obviously specifically written for dietitians, mums, teachers, restaurateurs and the food industry that have goals to improve the appeal of nutrition for their primary target audiences.

However, some of the principles in Marketing Nutrition can be transferred to other areas of the health industry. Marketing Nutrition encourages us to

- * Apply the four P's of marketing to health message marketing to promote change.
- * Understand your client's, separate them into client profiles and ensure messages are tailored to suit their needs.
- * Use interesting, creative and descriptive adjectives to improve the acceptance of healthy food and other healthy non-food products.
- * Look at research from other fields such as marketing, behavioural economics, psychology, advertising and consumer behaviour to determine whether any strategies tested in these fields can help you market your health messages.
- * Use short key messages to market your health message.
- * Increase availability of healthy alternatives.
- * Connect to the emotion of your clients, but asking 'why' questions when discussing likes and dislikes associated with health.

1 of 1 people found the following review helpful.

Useful and Inspiring

By Xue Gong

I read heavily about Dr. Wansink's academic papers and I am very interested in food psychology and food marketing. The perspective provided in this book can benefit either consumers, marketers, and public policy makers. The solutions to change eating behavior are all based on rigid experimental research. Dr. Wansink first focuses on the external factors that influence consumers' choices. The win-win strategy behind would let food marketers re-think how to brand food products. Small step, big difference!

3 of 4 people found the following review helpful.

Helpful tool

By CMK

This book highlights the importance of considering what influences food choices. Too often health care providers ask individuals to make changes without taking into account the subtle environmental cues that encourage us to overeat or make inappropriate food choices. The author discusses the importance of being aware of these cues so that mindful eating practices can be developed.

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