



The book was found

Eat This!: A Kid's Field Guide To Fast Food Advertising



Synopsis

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 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.

Book Information

Paperback: 96 pages

Publisher: Red Deer Press (October 1, 2017)

Language: English

ISBN-10: 0889955328

ISBN-13: 978-0889955325

Product Dimensions: 8 x 1 x 10 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #2,108,167 in Books (See Top 100 in Books) #90 in *Books > Teens >*

Personal Health > Diet & Nutrition #1452 in *Books > Teens > Education & Reference > Social*

Science #2427 in *Books > Teens > Social Issues*

Customer Reviews

"Kids need to know the truth about junk food, and understand the millions of ways it's pushed on them ? everyday. Andrea's fun and accessible book gives them the tools to fight back!" • Jamie Oliver, MBE, world-renowned chef and food campaigner "The title says it all. This is the first and only children's book to tell the awful truth about the way our kids are assaulted by rapacious marketers. But, most importantly, Andrea manages to tell the story to the kids themselves." • Mark Bittman, best-selling author of *How to Cook Everything* "Eat this! is a well-conceived, well-researched and empowering resource that helps students, parents and educators decode the marketing speak and arm themselves against the powerful techniques used by junk food and

beverage marketers. This important book raises essential questions about why and how these foods and drinks are destroying our kid's future health and well being. Eat this! is an essential tool to help build real food communities and better inform kid consumers to become empowered citizens."

• Lulu Cohen-Farnell, Founder, Real Food for Real Kids"Andrea has created a book that will resonate with both kids and parents at a time when kids (and parents) need to be more media savvy than ever. Eat This! is filled with fun facts, clear explanations and concrete ideas about how kids can fight the fast-food system. This book will have your kids questioning what they see and eat in a way that is actually good for them and the planet."

• Emma Waverman, parenting and food writer, columnist, CBC Radio and The Globe & Mail"Restricting food and beverage marketing to children is an important public health issue. Andrea has presented it in a compelling way and we hope her book will motivate Canadians to support making the healthy choices the easy choices."

• Mary Lewis, Vice President of Research, Advocacy and Health Promotion, Heart & Stroke

2015 City of Vancouver Book Award finalistPart of Vancouver's 2016 Reading Lights program --This text refers to an out of print or unavailable edition of this title.

[Download to continue reading...](#)

Eat This!: A Kid's Field Guide To Fast Food Advertising Daniel Fast: 50 Plant Based, Whole Foods Daniel Fast Recipes+Daniel Fast Food List And Breakthrough Secrets (Daniel Fast, Daniel Plan, Daniel Plan Cookbook, Whole Foods, Daniel Fast Cookbook) Food Truck Business: How To Start Your Own Food Truck While Growing & Succeeding As Your Own Boss (Food Truck, Food Truck Business, Passive Income, Food ... Truck Startup, Food Truck Business Plan,) Easter Kid's Audio Bible-Free Easter DVD a 2nd Free Audio Bible on MP3-Bible Stories for Kid's-Bible Stories for Children with 103 Kid's ... Home School Curriculum 15 Audio CDs-1MP3-1DVD Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies Whole Food: The 30 day Whole Food Ultimate Cookbook 100recipes (Whole Food Diet, Whole Food Cookbook,Whole Food Recipes, Clean Eating, Paleo, Ketogenic) Graphis Advertising 98 (Graphis Advertising Annual) Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! No Advertising Teespring (2017): How to Sell T-shirts on Instagram Without Spending a Dime on Advertising The Daniel Fast: The Ultimate Guide To The Daniel Fast: recipes, Daniel diet, Daniel plan, Daniel fast for beginners, cookbook, vegan diet, vegan plan, prayer, fasting, weight loss Weight Loss: INTERMITTENT FASTING: Eat Stop and Eat (lose Weight Eat to Live Healthy Diet

Plans Fat Burning Success Weight Loss) (Beginner's Guide) The Food Service Professional Guide to Controlling Restaurant & Food Service Operating Costs (The Food Service Professional Guide to, 5) (The Food Service Professionals Guide To) FAST 2016 Motorcycle PinUp Calendar Digital Yearbook: Fast Dates World Superbikes, Iron & Lace Custom Motorcycles & Garage Girls PinUp Calendars (FAST Motorcycle PinUp Calendar Digital Yearbook) Good Enough to Eat: A Kid's Guide to Food and Nutrition Eat Fat, Get Thin Fast!: Eat Fat and Get Thin with the best healthy high fat recipes; Complete pictures, nutrition facts, and serving sizes for every single recipe! Summary - Eat Fat Get Thin: By Mark Hyman - Why the Fat We Eat Is the Key to Sustained Weight Loss... (Eat Fat, Get Thin: A Complete Summary - Book, Paperback, Audiobook, Audible, Hardcover,) Raw Food Diet: 50+ Raw Food Recipes Inside This Raw Food Cookbook. Raw Food Diet For Beginners In This Step By Step Guide To Successfully Transitioning ... Vegan Cookbook, Vegan Diet, Vegan Recipes) Field Guide to Binoculars and Scopes (SPIE Field Guide Vol. FG19) (Apie Field Guides) Green Thumbs: A Kid's Activity Guide to Indoor and Outdoor Gardening (Kid's Guide) A Kid's Guide to Native American History: More than 50 Activities (A Kid's Guide series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)