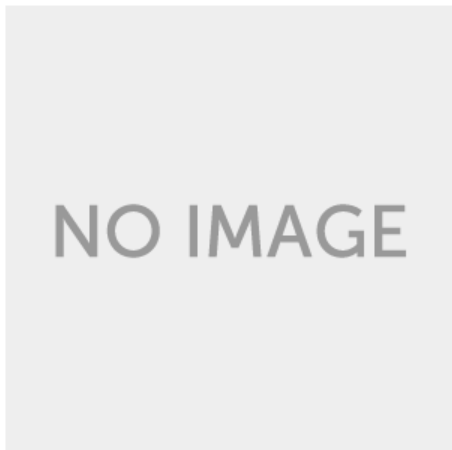


# **The Food Consumer** by Christopher Ritson,John McKenzie,Leslie Gofton



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Provides an integrated approach to the study of food consumption in the industrialized world. With contributors from agriculture, food marketing, economics and psychology, specialists explore the behavior and requirements of food consumers in the western world. Covers the impact of public policy on food consumption, the major foods consumed in the industrial countries and the way these broad patterns of consumption are changing, and the relationships between the foods eaten and the nutritional welfare of people. The behavior of the food consumer is viewed through the disciplines of economics, psychology, anthropology, and sociology.



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