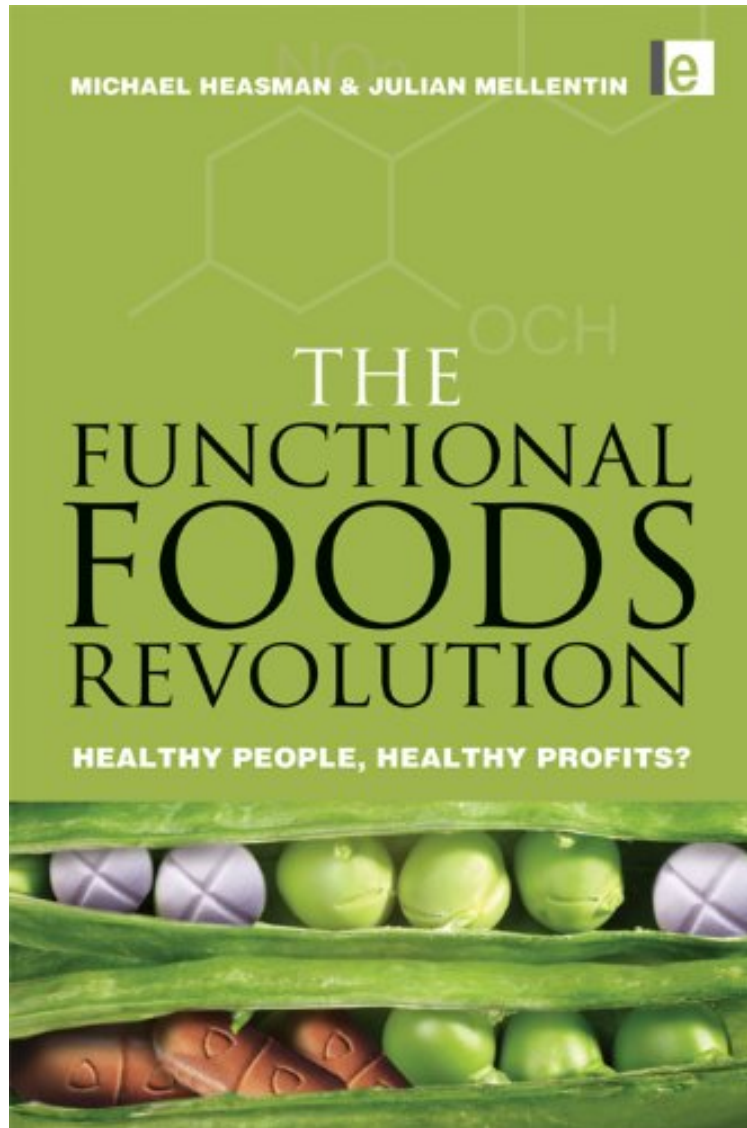


[Download free ebook] The Functional Foods Revolution: "Healthy People, Healthy Profits";

The Functional Foods Revolution: "Healthy People, Healthy Profits";

Julian Mellentin, Michael Heasman
DOC | *audiobook | ebooks | Download PDF | ePub



 Download

 Read Online

#1272272 in eBooks 2014-10-14 2014-10-14 File Name: B00872DSWK | File size: 60.Mb

Julian Mellentin, Michael Heasman : The Functional Foods Revolution: "Healthy People, Healthy Profits"; before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Functional Foods Revolution: "Healthy People, Healthy Profits";

0 of 0 people found the following review helpful. Four Stars By Isabel Interesting book 2 of 4 people found the following review helpful. Excellent By C. Lamb A thought provoking, informative and interesting treatment of a subject which affects all consumers. Increasingly food and the business of food are impacting upon our lives and our

media. It appears people often form their opinions about the nutritional advances and changes based upon hearsay and misconception, this book allows you to form a valid opinion based upon facts and a wide range of research, I recommend it.

Foods that promote human health - 'functional foods' or nutraceuticals - have caught the imagination of the global food industry. All the household-name companies are developing them as a key driver in their global strategies. They see the prospect of new markets and bigger margins, but the issues presented are fraught with complexity and difficulties. Distinguishing hype from real hope, the authors of this handbook explain the dilemmas and contradictions the industry faces. They present a wealth of detailed marketing, food policy and regulatory material from the leading markets world-wide and show how the hopes of the industry, and the consumer, may be dashed. The solution they offer is radical - nothing less than a new business model of what they term a healthful company.

"Heasman and Mellentin's "The Functional Foods Revolution" is truly a revolutionary look at the hottest topic in the food industry. About the Author Michael Heasman is Visiting Research Fellow at the Institute of Health Sciences at City University and lead author of "The Functional Foods Revolution". Julian Mellentin is co-editor and co-founder of New Nutrition Business and Financial Times Food Business.