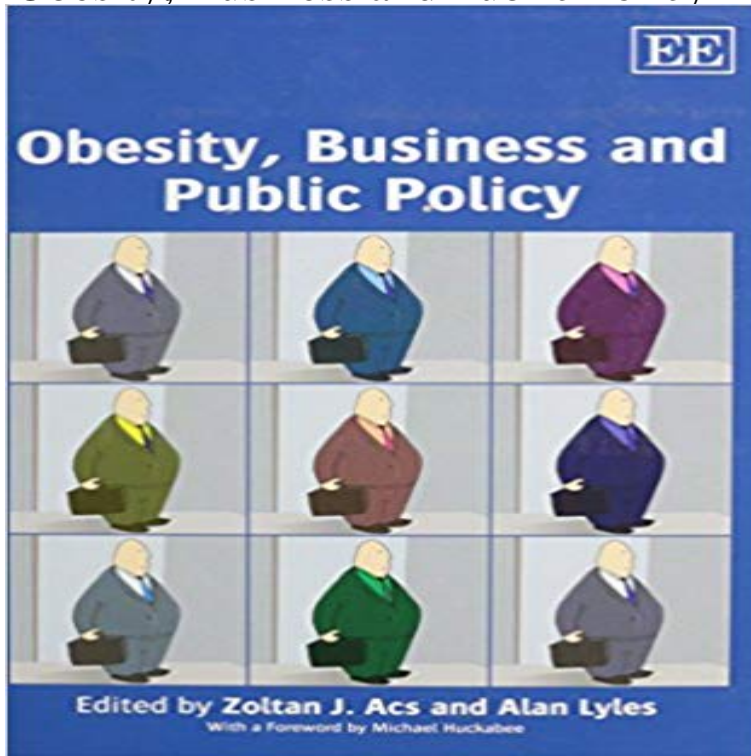


Obesity, Business and Public Policy



The effects of obesity have become practically ubiquitous in the US. This book aims to provide an alternative framework through which to explore the important and controversial obesity debate that has spilled over from the medical community. This book is not about obesity as a medical condition, nor does it offer a wide-ranging discussion on the health effects of obesity or the role of the 'right diet'. To this end, the contributors present a multidisciplinary portrait of this complex problem. They explore the rising trend in obesity of the US in terms of its significant economic and social consequences. The web of underlying causes of the 'infrastructure of obesity, they explain, lies with public policy decisions, economic factors and profit opportunities as well as the more obvious nutrition and health choices of individuals. Prevention and treatment of this now global pandemic are then tackled from the perspectives of businesses, governments, society and the individual. The taxation, marketing, cultural, ethical and institutional dimensions of obesity are also addressed. Obesity, Business and Public Policy is unique in its broad social science approach, exploring the obesity epidemic from economic, business, legal, social and public policy perspectives. As such, this truly multidisciplinary study will make fascinating reading for academics and professionals from a wide variety of backgrounds including: business, economics, public and social policy, medicine and nutrition.

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