



Food and Nutrition Economics: Fundamentals for Health Sciences (Food and Public Health)

George C. Davis, Elena L. Serrano

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As the importance of food and nutrition becomes more widely recognized by practitioners and researchers in the health sciences, one persisting gap in the knowledge base remains: what are the economic factors that influence our food and our health?

Food and Nutrition Economics offers a much-needed resource for non-economists looking to understand the basic economic principles that govern our food and nutritional systems. Comprising both a quick grounding in nutrition with the fundamentals of economics and expert applications to food systems, it is a uniquely accessible and much-needed bridge between previously disparate scholarly and professional fields.

This book is intended for upper level undergraduates, graduate students, and health professionals with no background in economics who recognize that economics affects much of their work. Concerned because previous encounters with economics have been hampered by math hurdles? Don't be; this book offers a specialized primer in consumer economics (including behavioral economics of food consumption), producer economics, market-level analysis, cost-effectiveness, and cost-benefit analysis, all in an accessible and conversational manner that requires nothing more than middle-school math acumen.

Grounding these lessons in contemporary issues such as soft drink taxes, food prices, convenience, nutrition education programs, and the food environment, *Food and Nutrition Economics* is an innovative and needed entry in the rapidly expanding universe of food studies, health science, and their related fields.

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