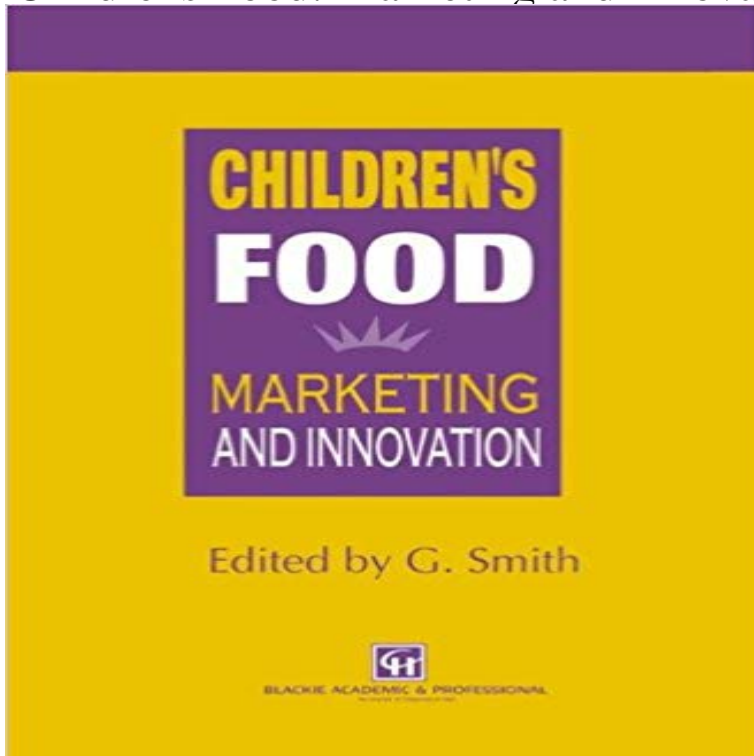


## Childrens Food: Marketing and innovation



The purpose of this book is to serve as essential reading for those innovating and marketing food products for children as well as those determined to better understand the childrens marketplace in order to ensure that it is administered in a manner consistent with the long-term aspirations of society. The book begins by setting the scene and looking at the way children influence food choices within the family and the role advertising is thought to play in driving those choices. Professor Stratton of The Psychology Business (Department of Psychology, Leeds University) has world renowned expertise in the methodology of researching family dynamics and he shows which are the prime influences on the family diet. J.W. Thompson Advertising Board Director Jane Mathews then evaluates what constitutes effective advertising and reveals enduring themes within the childrens marketplace. In Chapter 3, Dr Kathryn OSullivan of the Kelloggs company examines the nutritional importance of food under the title Starting the day right. She demonstrates her expertise for introducing young taste buds to products which Break the fast. Simon Lang, Senior Consultant at the Henley Centre follows by examining not only why food tastes change in children but also why family eating is itself changing and the implications for the future.

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