

Handbook of Research on Social Marketing and Its Influence on Animal Origin Food Product Consumption

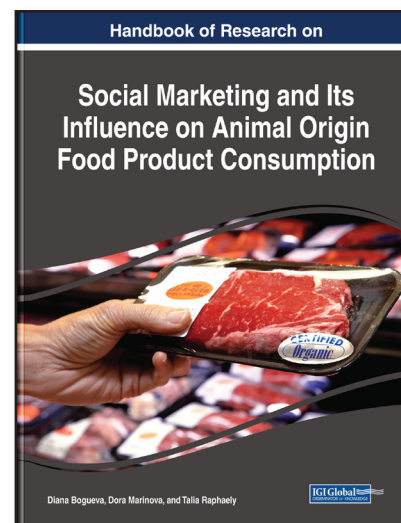
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

As marketing professionals look for more effective ways to promote their goods and services to customers, a thorough understanding of customer needs and the ability to predict a target audience's reaction to advertising campaigns is essential.

The **Handbook of Research on Social Marketing and Its Influence on Animal Origin Food Product Consumption** is a critical scholarly resource that examines the role of social marketing in understanding and changing behavior regarding the negative impacts of consuming animal-based foods. Featuring coverage on a broad range of topics, such as the psychology of meat consumption, food waste, and meat substitutes, this publication is geared towards academicians, students, and professionals seeking current research on social marketing interventions and the demarketing of meat.



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Topics Covered:

- Carnism
- Consumer Concerns
- Environmental Sustainability
- Food Safety
- Food Waste
- Healthy Eating
- Meat Reduction
- Meat Substitutes
- Psychology of Meat Consumption

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