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The Obesity Challenge

Edited by **Rajeev Batra**, University of Michigan;
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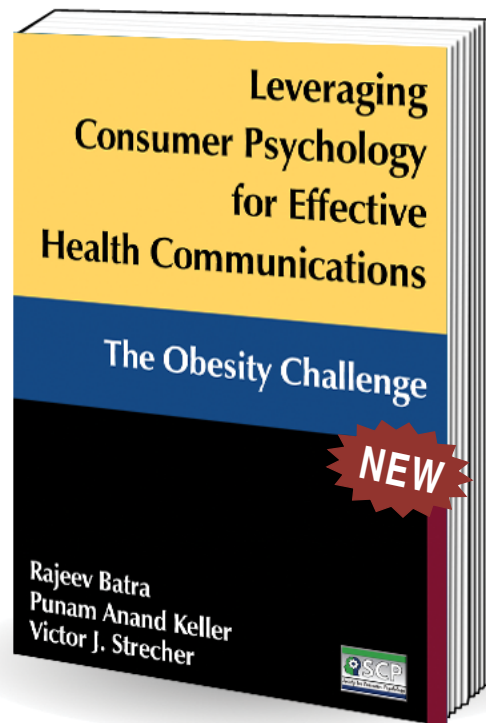
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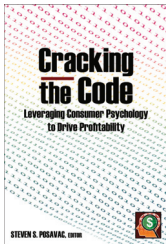
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Introduction, *Rajeev Batra, Punam A. Keller,
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Part I. Overviews
Part II. Research on Consumer Biases
Part III. Communication Strategy and Tactics
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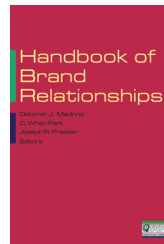
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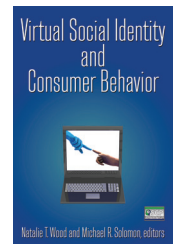
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