

Leggere Le Bugie Nel Carrello Ebook Gratuito PDF/EPUB/mobi - Dario Bressanini



leggere Le bugie nel carrello Ebook gratuito PDF/EPUB/mobi Dario Bressanini , Cos'è esattamente il Kamut®? Perché è meglio non mangiare troppo tonno? Le patate al selenio fanno bene alla salute? La mortadella al 100 per cento naturale esiste davvero? Dopo il successo di PANE E BUGIE (Chiarelettere 2010), il libro sulla disinformazione in campo alimentare, Dario Bressanini ci accompagna tra gli scaffali di un supermercato immaginario e ci aiuta a capire cosa raccontano, e cosa nascondono, le etichette dei prodotti che acquistiamo. Scopriremo, tra l'altro, che l'equazione "naturale = buono" è uno dei pregiudizi più radicati e più usati dalla pubblicità, che un prodotto che l'etichetta descrive come a "chimica zero" i conservanti li contiene, che il prezzo di una bottiglia di vino ne influenza l'apprezzamento e che il tonno più buono non si taglia con un grissino.

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