



## Literature Review of "Encouraging Healthy Eating via Supply Chain Management and Marketing"

By Fabian Büngers

GRIN Publishing Jan 2016, 2016. Taschenbuch. Condition: Neu. Neuware - Rezension / Literaturbericht aus dem Jahr 2015 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,0, European Business School - Internationale Universität Schloß Reichartshausen Oestrich-Winkel, Sprache: Deutsch, Abstract: The following literature review discusses the thesis: 'Encouraging healthy eating via supply chain management and marketing', which was stated by Yulia Tseytlin. The introduction illustrates the structure of this review and gives a brief overview about the content. The aim is enabling the reader to completely decode the chain of thoughts which is presented. At first, the mentioned thesis is separated in individual parts: 'healthy eating', 'supply chain management', as well as 'marketing'. All parts include a concise definition of the particular term, as well as a conclusion. Within the part 'healthy eating' (HE), the current situation will be illustrated by delivering diverse facts and figures. Furthermore, the question why HE is important will be discussed, as well as present factors influencing HE. Inside 'supply and chain management' (SCM), the present situation, linked to the food industry, is explained. Potential advantages of well-planned supply chains (SC) will be discussed, in addition, possible dangers of ineffective ones. Finally, a link to the module...



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