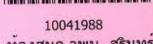


Behind the Closed Curtain of 3 HIGHs Industrialized Pr

Deceive Adults, Lure (



2b 4

ห้องสมุด วพบ. สุรินทร์









Contents

Secret in the book	Page
Intended purposes	(2)
Preface	(3)
Contents	(4)
Table index	(6)
Diagram index	(7)
Opening curtain	1
Part I: Knowing the industrialized processing of	5
3 HIGHs food and beverages	
 The appearing forefront of 3 HIGHs food 	5
and beverage industry	
 Blood line and business line of 3 HIGHs food 	16
and beverage industry	
Behind the 3 HIGHs food and beverage industry	22
Closing the curtain: Part I	20

	Page
Part II: Marketing communication techniques used	33
in the industrialized processing of 3 high food and bever	ages
 6 Techniques in Marketing Communication 	33
 Results from the use of 6 marketing techniques 	47
Why IMC?	49
Closing the Curtain: Part II	56
Part III: Understand existing law regarding food	61
and beverages	
 Can advertising really be controlled? 	67
 Imperfect Monitoring and Control 	87
Weak Penalties	88
 Too many hands on legal implementation 	89
 Fast-pacing Business 	90
 Advantages Taken from Legal Loopholes 	90
Closing the Curtain: Part III	93
References	97