

Bottlemania Big Business Local Springs And The Battle Over Americas Drinking Water

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Bottlemania Big Business Local Springs

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Bottlemania: Big Business, Local Springs, and the Battle

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Amazon.com: Bottlemania: Big Business, Local Springs, and ...

Bottlemania is an easy-to-swallow survey of the subject from verdant springs in the Maine woods to tap water treatment plants in Kansas City; from the grand specter of worldwide water wars, to the microscopic crustaceans called copepods, whose presence in New York's tap water inspired a debate by Talmudic scholars about whether the critters violated dietary laws, and whether filtering water on the Sabbath constituted work.

Bottlemania: Big Business, Local Springs, and the Battle

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Bottled water is big business - in the US, sales have grown 170% between 1997 and 2006 (\$4B to \$108B). Globally, it's a \$600B a year business. In 1987, per capita consumption of bottled water was 5.7 gallons; by 1997 it was 12.1 gallons and by 2006 was 27.6 gallons.

Bottlemania: Big Business, Local Springs, and the Battle

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Bottlemania: Big Business, Local Springs, and the Battle Over America's Drinking Water ... Royte's work in Bottlemania highlights the creation of an industry - in this case, an essentially phony and made-up "need" created to serve an educated public concerned about water-borne illness. What you really discover is that people are just interested ...

Amazon.com: Bottlemania: Big Business, Local Springs, and ...

About Bottlemania. Second only to soda, bottled water is on the verge of becoming the most popular beverage in the country. The brands have become so ubiquitous that we're hardly conscious that Poland Spring and Evian were once real springs,

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bubbling in remote corners of Maine and France. Only now, with the water industry trading in the billions of dollars, have we begun to question what it is we're drinking.

Bottlemania: Big Business, Local Springs, and the Battle

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Bottlemania : Big Business, Local Springs, and the Battle

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The brands have become so ubiquitous that we're hardly conscious that Poland Spring and Evian were once real springs, bubbling in remote corners of Maine and France. Only now, with the water industry trading in the billions of dollars, have we

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Get this from a library! Bottlemania : big business, local springs, and the battle over America's drinking water. [Elizabeth Royte] -- Only now, with the bottled water industry trading in billions of dollars, have we begun to question the environmental and social fall out of what we're drinking.

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Big Business, Local Springs, and the Battle Over America's Drinking Water. By: ... Bottlemania is the story of one of the greatest marketing coups of the 20th century and one of the most troubling issues facing our environment today. With a new afterword on the developing issues in clean water around the world.

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