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Obesity Solutions Initiative

October 2011

1. 在“研究”中，我们首先探讨了“研究”的定义。研究是指为了获得新的知识或理解而进行的系统性的、有目的的探索。研究的过程通常包括提出问题、设计实验、收集数据、分析结果和得出结论。

2. 其次，我们讨论了研究的类型。研究可以分为基础研究、应用研究和开发研究。基础研究旨在探索自然界的奥秘，应用研究则将基础研究的成果应用于实际问题，开发研究则是为了创造新的产品或服务。

3. 最后，我们探讨了研究的重要性。研究是推动社会进步和科技创新的关键。通过研究，我们可以发现新的规律，解决复杂的问题，并为人类的福祉做出更大的贡献。

4. 总之，研究是人类探索未知、追求真理的重要途径。我们应当重视研究，营造良好的研究氛围，鼓励创新思维，为科学研究提供必要的支持和保障。

THE RESEARCH PROCESS: FROM QUESTION TO ANSWER



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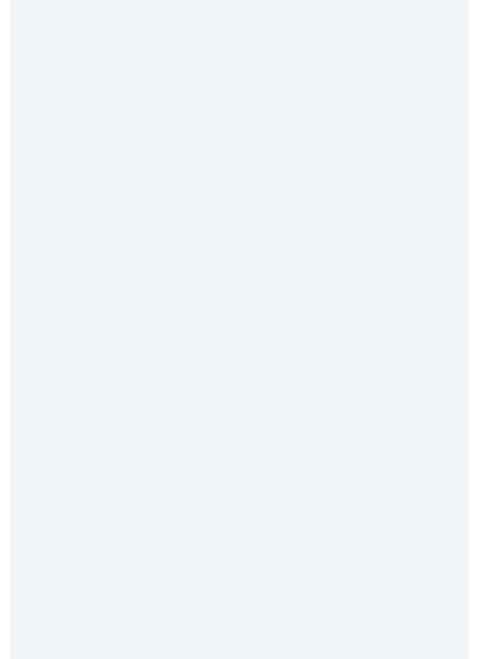
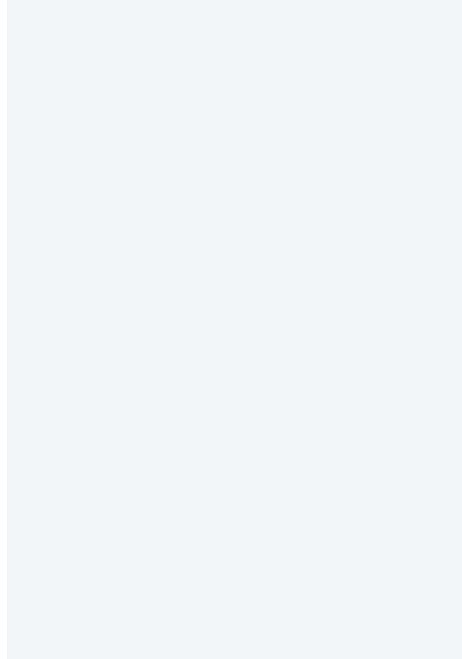
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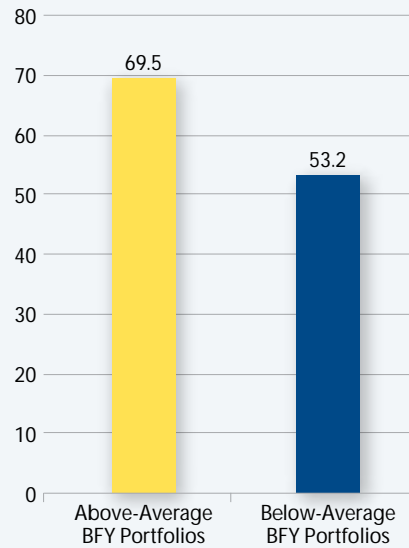
Chemical reaction:



Key Findings

- Placing more emphasis on selling BFY foods and beverages is an effective pathway to improved sales, profits, shareholder returns, and reputation.
- Proof that bottom lines can benefit when companies have a greater percentage of sales from BFY foods could accelerate progress toward the development and marketing of more nutritious foods.

BrandPower™ Rating



Source: CoreBrand BrandPower™ ratings.

Data not available for Dr. Pepper, Danone, and Smuckers.

Coca-Cola and Unilever excluded as they are outliers:

Coca-Cola rating = 84.6; Unilever = 9.9.

Implications for the Industry

- Placing more emphasis on selling BFY foods and beverages is an effective pathway to improved sales, profits, shareholder returns, and reputation.
- Proof that bottom lines can benefit when companies have a greater percentage of sales from BFY foods could accelerate progress toward the development and marketing of more nutritious foods.
- The measurement of BFY sales developed in this study should be adopted by food corporations as part of their annual sales, financial, and reputational assessments of company performance and progress.
- Public health officials and policymakers need to be aware of food and beverage companies' core business goals in order to work effectively with them to address the obesity epidemic.

