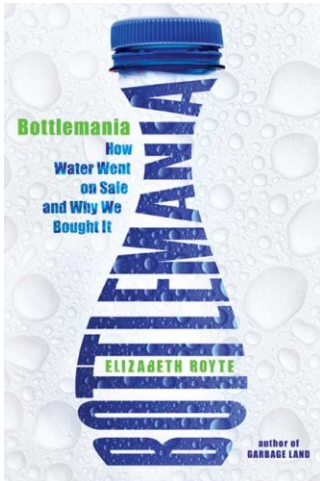


[PDF] Bottlemania: How Water Went On Sale And Why We Bought It

Elizabeth Royte - pdf download free book



Books Details:

Title: Bottlemania: How Water Went o
Author: Elizabeth Royte
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Description:

From Publishers Weekly Royte (*Garbage Land*) plunges into America's mighty thirst for bottled water in an investigation of one of the greatest marketing coups of the twentieth and twenty-first centuries. As tap water has become cleaner and better-tasting, the bottled water industry has exploded into a \$60 billion business; consumers guzzle more high-priced designer water than milk or beer and spend billions on brands such as Pepsi's Aquafina and Coke's Dasani that are essentially processed municipal water. It's an unparalleled—and almost exclusively American—social phenomenon. With journalistic zeal, Royte chronicles the questionable practices of Nestle-owned Poland Springs and documents the environmental impact of discarded plastic bottles,

the carbon footprint of water shipped long distances and health concerns around the leaching of plastic compounds from bottles. Not all tap water is perfectly pure, writes Royte, still, 92% of the nation's 53,000 local water systems meet or exceed federal safety standards and it is the devil we know, at least as good and often better than bottled water. This portrait of the science, commerce and politics of potable water is an entertaining and eye-opening narrative. *(June)*

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From School Library Journal Adult/High School—With a seamless blend of first-person observation, detailed anecdotes, and hard research, Royte explores the history and ramifications of those ubiquitous plastic and glass bottles. She addresses the economic, ecological, and cultural weight of water as she visits massive New York aqueducts, struggling rural villages in Maine, and high-tech treatment plants in Missouri. Her findings reflect the distressing trend of our heavy footprint on the environment and its resources. From petroleum-laden bottles and gas-guzzling shipping containers to serious flora and fauna shifts in small-town ponds, the "purity" of bottled water may be murkier than you might have imagined. This book will intrigue a younger generation of readers who might ask, "Wait, major corporations didn't always own water?"—*Shannon Peterson, Kitsap Regional Library, WA*

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248 pages ; 22 cm. An investigation into the commercialization of drinking water traces the process through which companies acquire, bottle, and market water, in an account that addresses such issues as the risks of water-decontaminating practices. Includes bibliographical references (pages 237-242) and index. An alarm in the woods -- Hydrate or die -- Testing the waters -- The cradle of the Saco -- The public trough -- Aftertaste -- Backlash -- Town meeting -- Something to drink. Ultimately, Bottlemania makes a case for protecting public water supplies, for improving our water infrastructure and "in a world of increasing drought and pollution" better allocating the precious drinkable water that remains. ENTERTAINMENT WEEKLY: Bottlemania is one of 10 "Must Read" non-fiction books of 2008! SEED names Bottlemania an "Outstanding Books of 2008!" "Thoroughly researched, fluid storytelling by a veteran investigative journalist. Bottlemania is a watery Fast Food Nation, a treatise on H2O that PR flacks would rather keep underground." - - D. Grant Black, Toronto Star (read the whole review here). "This tautly paced volume more closely resembles a travel narrative than a tree-hugging jeremiad." Water for Sale: How Business and the Market Can Resolve the World's Water Crisis. Read more. Why We Broke Up. cover next page > DYING TO QUIT Why We Smoke and How We Stop Janet Brigham JOSEPH HENRY PRESS Washington, D.C. 199 When We Danced on Water. When We Danced on Water. How I Killed Pluto and Why It Had It Coming. How I Killed Pluto and Why It Had It Coming. How I Killed Pluto and Why It Had It Coming. —. Report "Bottlemania: How Water Went on Sale and Why We Bought It". Your name. Email. Contact Bottlemania: How Water Went on Sale and Why We Bought It on Messenger. Book. Page Transparency See More. Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content. Page created - January 12, 2011. People.