

ΠΡΟΚΟΠΙΟΣ Κ. ΘΕΟΔΩΡΙΔΗΣ

ΣΥΓΧΡΟΝΑ ΘΕΜΑΤΑ ΜΑΡΚΕΤΙΝΓΚ ΤΡΟΦΙΜΩΝ



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Authors: Theodoridis, P. K., Professor, UPATRAS

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Abstract

“Contemporary Issues in Food Marketing” is a detailed investigation of the latest developments and challenges in the field of food marketing. The book covers various topics, from consumer buying behaviour to trends in luxury products and food waste. It begins by presenting an analysis of the buying behaviour of Greek consumers, focusing on their preferences for Greek products. Then, it explores the growing sector of luxury foods, as well as the challenges and opportunities this presents for marketing executives and businesses. The book then tackles a critical issue of our time, food waste. It presents the main causes of waste, its environmental and economic impacts, and potential solutions for reducing it. Also, the book presents the latest food trends,

such as the increasing emphasis on health-oriented choices, the rise of sustainable and personalized dietary habits, and the importance of artificial intelligence in food marketing. In addition, it analyzes the symbiotic relationship between gastronomy and tourism, the world of wine tourism, the philosophy of sustainability, and the increasing importance of sustainability in consumer choices. Finally, it presents case studies that bridge theory with practice. “Contemporary Issues in Food Marketing” is a significant addition to the literature on food marketing. The book offers a comprehensive and thorough analysis of the latest developments and challenges in the field and is a must-read for students, researchers, and professionals in food marketing.

