Review #4, 5.0 out of 5 stars

**The PR campaign against this book has already begun**, February 27, 2002

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| By  | **[Sheldon M. Rampton](http://www.amazon.com/gp/pdp/profile/A23LCS8OY93JQV/ref%3Dcm_cr_dp_pdp)** (Madison, WI United States)  |

For what it's worth, potential readers of Nestle's book should note that the first three "reader reviews" of this book are pretty obviously cranked out by some food industry PR campaign. To begin with, they were all submitted on the same date, February 22 -- "reader reviews" of a book that isn't even scheduled to go on sale until March 4! For another thing, they all hit on the same food industry "message points": that critics are "nagging nannies" whipping up "hysteria" on behalf of "greedy trial lawyers," etc. February 22 is also the date that noted industry flack Steven Milloy of the "Junk Science Home Page" (...) wrote a review trashing Nestle's book. Milloy is a former tobacco lobbyist and front man for a group created by Philip Morris, which has been diversifying its tobacco holdings in recent years by buying up companies that make many of the fatty, sugar-laden foods that Nestle is warning about. (...)

I haven't even had a chance yet to read Nestle's book myself, but it irritates me to see the food industry's PR machine spew out the usual (...) every time someone writes something they don't like. If they hate her this much, it's probably a pretty good book.