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By Francis H. Chapelle

Rutgers University Press, United States, 2005. Hardback. Condition: New. New. Language: English . Brand New Book. Bottled water is a part of everyday life for millions of Americans. Per capita consumption in the United States now tops fifteen gallons per year with sales over \$5 billion in 2002. Even as fuel prices climb, many people are still willing to pay more for a gallon of bottled water than they are for the equivalent in gasoline. At the same time, bottled water has become a symbol of refined taste and a healthy lifestyle. But despite its growing popularity, many people cannot quite put their finger on just why they prefer bottled water to the much less expensive tap variety. Some have a vague notion that bottled water is healthier, some prefer the convenience and more consistent taste, and others are simply content to follow the trend. The fact is, most people know very little about the natural beverage that they drink and enjoy. It is reasonable to wonder, therefore, just what differentiates bottled water from other water? Is it really better or healthier than tap water? Why is it that different brands seem to have subtle variations in taste? As Francis...

Reviews

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