



Fast-food: um estudo sobre a globalização alimentar (Portuguese Edition)

José Ângelo Wenceslau Góes

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A industrialização trouxe mudanças de hábitos alimentares com o consumo de alimentos enlatados, pré-cozidos, fast-food. A chamada “comida caseira” foi ficando cada vez mais rara. O livro busca compreender as representações sociais e os significados desse tipo de alimentação, descrevendo e interpretando as mudanças de hábitos alimentares dos consumidores de duas lanchonetes de uma grande franquía, com o surgimento dessa alimentação em Salvador. Através do relato de pessoas que frequentam esses foi possível buscar nas relações socioculturais e simbólicas dos indivíduos, um novo “olhar” do ato alimentar e sua influência na saúde dos consumidores.

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