



## The Economics of Chocolate

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### The Economics of Chocolate From OUP Oxford

This book, written by global experts, provides a comprehensive and topical analysis on the economics of chocolate. While the main approach is economic analysis, there are important contributions from other disciplines, including psychology, history, government, nutrition, and geography. The chapters are organized around several themes, including the history of cocoa and chocolate — from cocoa drinks in the Maya empire to the growing sales of Belgian chocolates in

China; how governments have used cocoa and chocolate as a source of tax revenue and have regulated chocolate (and defined it by law) to protect consumers' health from fraud and industries from competition; how the poor cocoa producers in developing countries are linked through trade and multinational

companies with rich consumers in industrialized countries; and how the rise of consumption in emerging markets (China, India, and Africa) is causing a major boom in global demand and prices, and a potential shortage of the world's chocolate.

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- Sales Rank: #1291404 in eBooks
- Published on: 2016-01-21
- Released on: 2016-01-21
- Format: Kindle eBook

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### Editorial Review

#### Review

"A well-written collection of research reflecting various perspectives on the cocoa-chocolate value chain, history, consumption, sustainability, social responsibility, governance, market prices, and expected growth in demand especially in China, Russia, India, and Africa. The authors successfully convey a complex history of governments' interventions as well as recent public, private, and nongovernmental organizations' attempts to encourage sustainable, ethically produced chocolate."

--E. J. Peterson, California State University Stanislaus

#### About the Author

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