

Contents

List of Figures and Tables vii

List of Abbreviations ix

INTRODUCTION

What Is Soda Science, and Why Does It Matter? · 1

Part One

MAKING SODA SCIENCE IN THE UNITED STATES

CHAPTER ONE

ILSI and the Birth of Soda Science · 29

CHAPTER TWO

Ad Hoc Partnerships: Taking Soda Science
to the American People · 56

CHAPTER THREE

Coca-Cola: Fighting Science with Science · 74

CHAPTER FOUR

Soda Science at Its Peak · 102

CODA ONE

Reckoning: The Collapse of Soda Science
in Its Home Country · 127

Part Two

TAKING SODA-DEFENSE SCIENCE TO CHINA

CHAPTER FIVE

Laying the Groundwork · 139

CHAPTER SIX

Getting Soda Science Endorsed in China · 170

CHAPTER SEVEN

Translating Soda Science into Chinese Policy · 197

CHAPTER EIGHT

Doing Ethics: The Silent Scream · 220

CODA TWO

Soda Science Lives On: A Policy Brief · 243

CONCLUSION

So What, and What Now? · 254

Acknowledgments 267

Appendix 1: Core Concepts 273

Appendix 2: Methods 277

Notes 289

Works Cited 323

Index 345