Put the money where the mouth is: The feasibility and effectiveness of food pricing strategies to stimulate healthy eating
Waterlander, W.E.

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International publications


8. Waterlander WE, Steenhuis IHM, de Boer MR, Schuit AJ, Seidell JC. Sign or discount? The effects of various price and promotion strategies on food purchases in a randomized controlled web-based supermarket trial. Appetite 2012; under review.


10. Van Kouwen M, Waterlander WE, Steenhuis IHM. Quality differences in
nutritional values of similar food items from leading, generic, and discount brands. *Public Health Nutr*; revision under review

**Dutch publications:**
1. de Mul A, Waterlander WE, Steenhuis IHM, Seidell JC. Prijs als factor in voedingskeuze (Price as factor in food choice) Een onderzoek naar de rol van prijs in voedingskeuze en de mogelijkheden van prijsmaatregelen om gezonder voedingsgedrag te stimuleren. Amsterdam, Department of Health Sciences and the EMGO Institute for Health and Care Research, Faculty of Earth and Life Sciences, VU University Amsterdam. 2009

**Book chapter**

**Other publications**

**Conference presentations**
2. Steenhuis IHM, Waterlander WE. Is it the sign or the discount? The effects of various promotion strategies on food purchases at a three-dimensional web-based supermarket. Accepted for an oral presentation at the International Society for Behavioral Nutrition and Physical Activity, Texas, USA, May 2012.


