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Bottlemania: How Water Went on Sale and Why We Bought it (Hardback)

By Elizabeth Royte

Bloomsbury Publishing PLC, United States, 2008. Hardback. Book Condition: New. Us.. 212 x 144 mm. Language: English . Brand New Book. An incisive, intrepid, and habit-changing narrative investigation into the commercialization of our most basic human need: drinking water. Having already surpassed milk and beer, and second now only to soda, bottled water is on the verge of becoming the most popular beverage in the country. The brands have become so ubiquitous that we re hardly conscious that Poland Spring and Evian were once real springs, bubbling in remote corners of Maine and France. Only now, with the water industry trading in the billions of dollars, have we begun to question what it is we re drinking and why. In this intelligent, eye-opening work of narrative journalism, Elizabeth Royte does for water what Eric Schlosser did for fast food: she finds the people, machines, economies, and cultural trends that bring it from nature to our supermarkets. Along the way, she investigates the questions we must inevitably answer. Who owns our water? What happens when a bottled-water company stakes a claim on your town s source? Should we have to pay for water? Is the stuff coming from the tap completely...



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