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## LOWER-CALORIE FOODS DRIVING GROWTH AT MAJOR CHAINS - ADVERTISEMENT JOURNAL

This article tells about the Lower-Calorie Foods Driving Growth at Major Chains - Advertisement Journal. The journal is abstracted and indexed in Communication Abstracts, Current Contents/Social and Behavioral Sciences, Emerald Management Reviews, International Bibliography of the Social Sciences, Journal Citation Reports/Social Sciences Edition, PsycINFO, ProQuest, Scopus, and Social Sciences Citation Index. The Journal of Advertising is a peer-reviewed academic journal covering significant intellectual development pertaining to advertising theories and their relationship with practice. The Journal of Advertising is owned by the American Academy of Advertising.

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