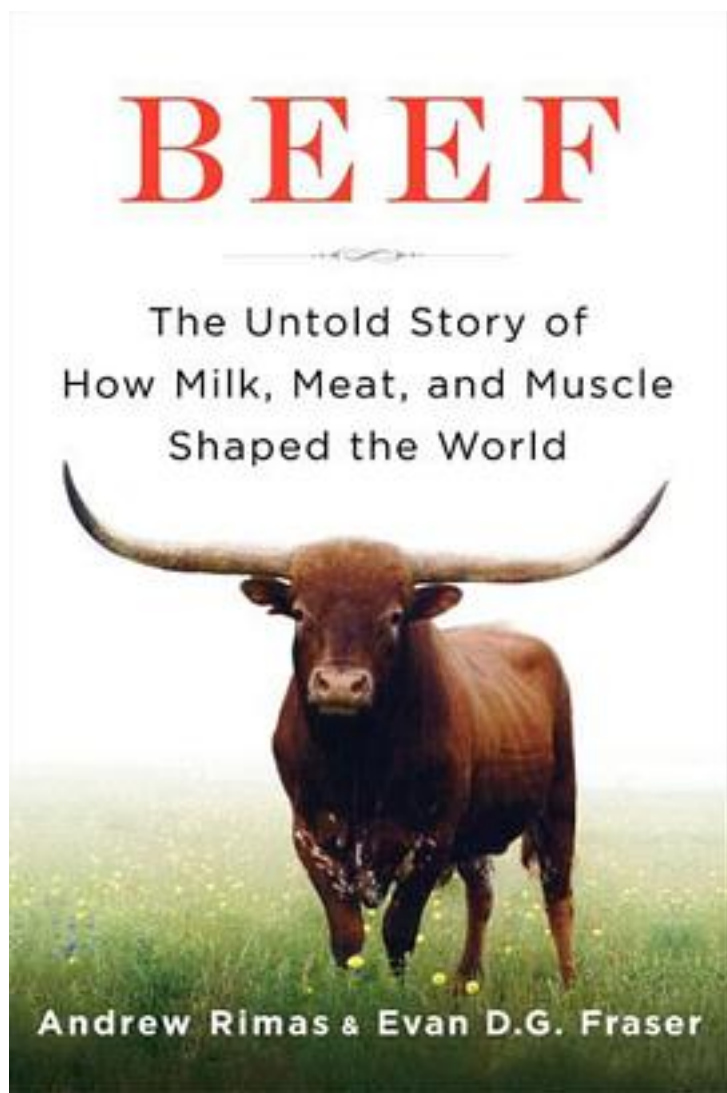


Beef



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出版者:

出版时间:2009-10

装帧:

isbn:9780061353857

The cow. Central to human existence since time began, cows have served as a source of food, a means of labor, an economic resource, an inspiration for art, and even as a religious icon—many cultures worshipped the cow as a god. Beef is the captivating history of an animal whose relationship with humanity has shaped the world as we know it. Peppered with lively anecdotes and culinary tidbits, this engaging panoramic view of the cow's long and colorful history spans the globe—from ancient Mediterranean bullfighting rings to the rugged grazing grounds of eighteenth-century England, from the quiet farms of Japan's Kobe beef cows to crowded American stockyards and the remote villages in East Africa that are home to the Masai, to whom cattle mean everything. Leaving no stone unturned, Beef is not only a compelling story but a necessary call to arms, offering practical solutions for confronting the sad current condition of the wasteful and destructive beef and dairy industries. You will never look at steak the same way again.

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