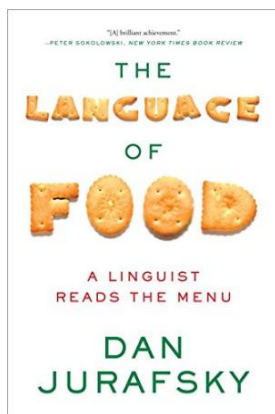


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THE LANGUAGE OF FOOD: A LINGUIST READS THE MENU



WW Norton & Co. Paperback. Book Condition: new. BRAND NEW, The Language of Food: A Linguist Reads the Menu, Dan Jurafsky, Ketchup began as a fermented fish sauce from China's Fujian province: ke for fermented fish, tchup for sauce. The British were the first to add tomatoes to their anchovy "catsup" in 1817. A century later, Heinz changed the spelling again-and added sugar. In The Language of Food, Dan Jurafsky opens a panoramic window onto everything from the modern descendants...

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