

The topic of my thesis Marketing infant formula - recommendations reality I chose based on their own experience with motherhood, breastfeeding and marketing of infant formula. Personally, I must say that despite all the medical education, I initially had a problem with breastfeeding. I never thought, how much patience and effort will have to make in a situation that is so natural and seemingly simple. I have not the slightest doubt that women who are less educated and less motivated, are an easy target marketing infant nutrition. In the hospital is no exception that newborns have dokrmují in the first days of life and not medically indicated situations. In counseling pediatricians and pharmacies are freely available leaflets that promote substitute for breast milk. For women, this can mean that substitute for breast Milk is something normal for a child just as valuable as breastfeeding. at doubt whether infants breast milk enough, it is very important to support health professionals and other stakeholders. If this support is missing or even doctors offer mothers samples of breast milk substitutes is only a small Step to the mother chooses not to breastfeed. In this work I would like to point out the fact that breastfeeding in our society is increasingly replaced by substitutes feeding breast milk, even in cases where it is medically indicated. It is particularly because doctors are not well informed and vice versa marketing workers know exactly how and when to attack women and their health care aggressive promotion.