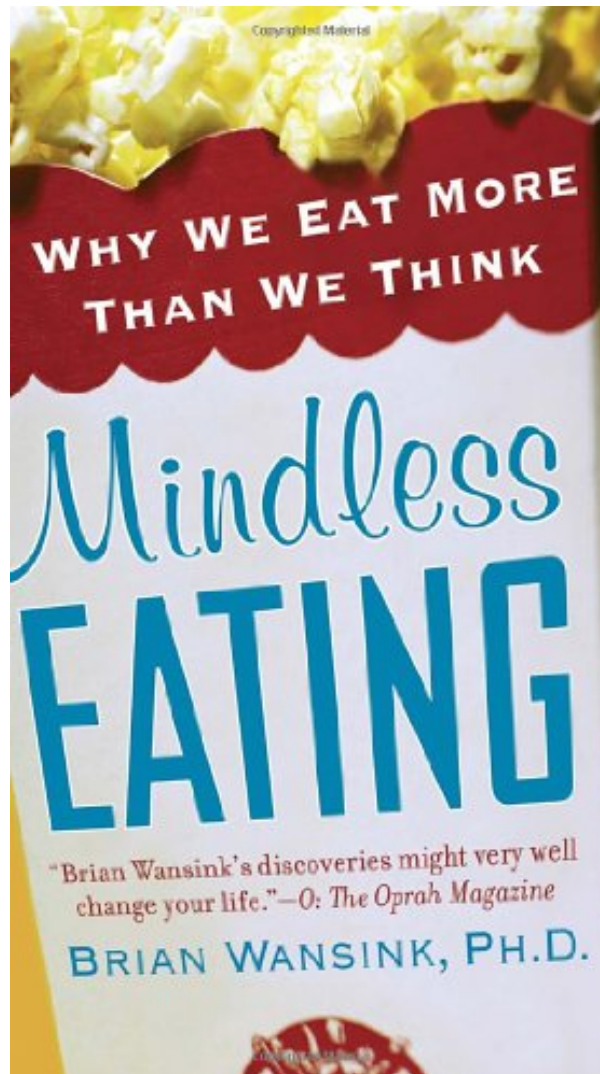
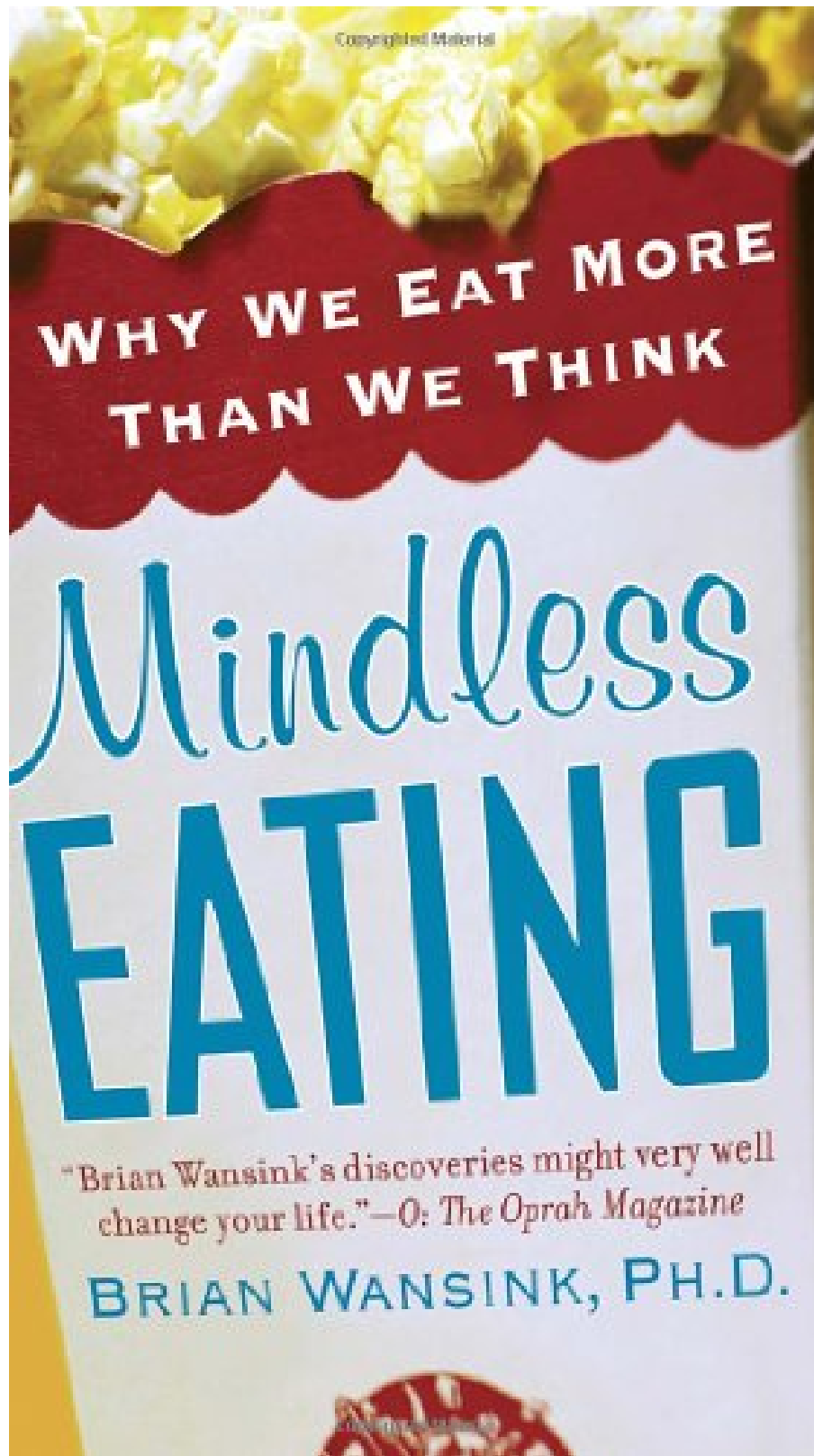


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MINDLESS EATING: WHY WE EAT MORE THAN WE THINK

BY BRIAN WANSINK PDF

This book will literally change the way you think about your next meal. Food psychologist Brian Wansink revolutionizes our awareness of how much, what, and why we're eating—often without realizing it. His findings will astound you.

- Can the size of your plate really influence your appetite?
- Why do you eat more when you dine with friends?
- What “hidden persuaders” are used by restaurants and supermarkets to get us to overeat?
- How does music or the color of the room influence how much—and how fast—we eat?
- How can we “mindlessly” lose—instead of gain—up to twenty pounds in the coming year?

Starting today, you can make more mindful, enjoyable, and healthy choices at the dinner table, in the supermarket, at the office—wherever you satisfy your appetite.

- Sales Rank: #183927 in Books
- Published on: 2010-12-28
- Released on: 2010-12-28
- Original language: English
- Number of items: 1
- Dimensions: 7.51" h x .72" w x 4.18" l, .40 pounds
- Binding: Mass Market Paperback
- 304 pages

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3 of 3 people found the following review helpful.

Helps you to dive into and figure out why you do what you do

By Mdobber22

I bought it for my dad for his birthday and he loves the book and said it has helped tremendously. He is getting older and his exercise level has dramatically decreased. He mentioned hearing about this book and said that he was interested in it because he eats more than he ever and is getting more and more unhealthy as he ages. He said he is very grateful to have this book and it has helped him to get back on track.

3 of 3 people found the following review helpful.

An Incredible Book!

By Robert D. Herrick II

This is a fascinating book. The author goes through a ton of studies that are meant to determine how we as humans perceive food. You'd think that some of them are kind of stupid, but what turns out to be stupid is us as humans. I was amazed at how we fall for some pretty goofy tricks from marketing. Having said that, I also could see myself doing some of those stupid things, which is always a big ego boost.

I can't really vouch for how well the author's ideas will help you to lose weight, as I would probably recommend Mindful Eating by Susan Albers to work on that instead. However, I think that it's good at least to get some tips for tricking yourself into eating less than you think that you are. That in itself is worth the price of the book, assuming you weren't just fascinated by the studies, as I was.

3 of 3 people found the following review helpful.

An interesting review not of diet, in particular, ...

By dahowa

An interesting review not of diet, in particular, but of eating habits. Very educational in that it points out habits we all have and helps us spot them, for instance how much of a difference it makes to keep snacks at a distance and how using a smaller plate really works to help us cut calories. Very interesting and describes numerous scientific experiments to prove the theses. Bogs down a bit in the end, so 4 stars instead of 5.

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