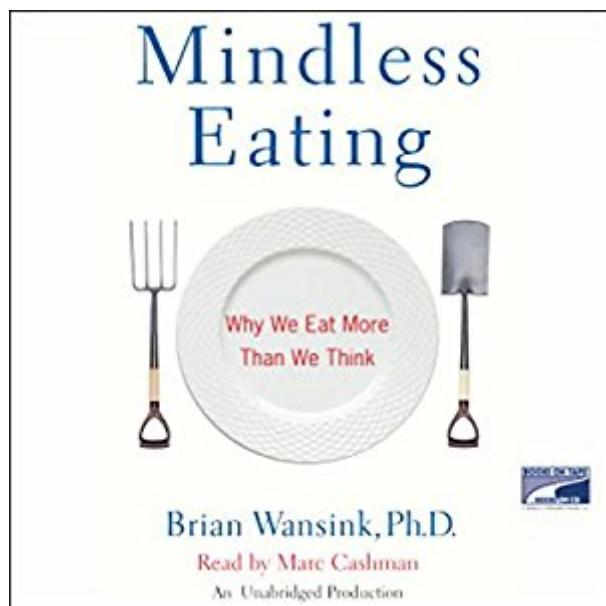


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# Mindless Eating: Why We Eat More Than We Think



## Synopsis

In this illuminating and groundbreaking new book, food psychologist Brian Wansink shows why you may not realize how much you're eating, what you're eating or why you're even eating at all. • Does food with a brand name really taste better? • Do you hate brussels sprouts because your mother did? • Does the size of your plate determine how hungry you feel? • How much would you eat if your soup bowl secretly refilled itself? • What does your favorite comfort food really say about you? • Why do you overeat so much at healthy restaurants? Brian Wansink is a Stanford Ph.D. and the director of the Cornell University Food and Brand Lab. He's spent a lifetime studying what we don't notice: the hidden cues that determine how much and why people eat. Using ingenious, fun, and sometimes downright fiendishly clever experiments like the bottomless soup bowl, • Wansink takes us on a fascinating tour of the secret dynamics behind our dietary habits. How does packaging influence how much we eat? Which movies make us eat faster? How does music or the color of the room influence how much we eat? How can we recognize the hidden persuaders • used by restaurants and supermarkets to get us to mindlessly eat? What are the real reasons most diets are doomed to fail? And how can we use the mindless margin • to lose "instead of gain" "ten to twenty pounds in the coming year? Mindless Eating will change the way you look at food, and it will give you the facts you need to easily make smarter, healthier, more mindful and enjoyable choices at the dinner table, in the supermarket, in restaurants, at the office • even at a vending machine • wherever you decide to satisfy your appetite. From the Hardcover edition. --This text refers to the Paperback edition.

## Book Information

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## Customer Reviews

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.

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.

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.

Absolutely worth a read. I not only learned from this book, I put some of the ideas into practice and I think I eat fewer calories I don't even miss just following some ideas in here- and it doesn't say WHAT to eat, but how to present it and such. One of his best ideas is smaller serving dishes, and I bought smaller plates and bowls, and we actually eat less! And it doesn't feel like we are deprived in the least. Hear him out- listen to his ideas. It's really interesting.

This is a very good book that helps explain why we eat without thinking. I am a hypnotist and got the book for some ideas.

Excellent informative book. Buy this book if you want great advice on how to lose weight and eat

better. My doctor recommended this book to me after he read "Mindless Eating" and followed the Author's terrific ideas and advice.

Actually I read this all the way through! That is a big deal for me! It must have been the humor! Anyway, Dr. Wansink is very observant about human behavior.... he devotes much of the book to experiments he and his students have conducted, but at the end he gives real and useful tips. The tips are "simple" and not prophetic, but clearly ignored by all those who are overweight. It's kind of like going back to the basics. Measure your food. Serve yourself and don't have free access to constant calories. Pay attention to your meal. Reduce your calorie intake by 200 a day and go for the long haul - better to lose it slowly and only once than to repeat the agony of dieting over and over again. In other words, break the bad habits that have gotten you in this pickle in the first place. Any diet can help you lose weight. I think Dr Wansink's approach will help make a healthier you!

After a lifetime of dieting, I know it doesn't work long-term. I started doing research into the habits of thin people, and it led me to this book. While I would love to lose a pound or two a week, I just can't face counting calories and obsessing over every bite, especially while knowing deep down that it won't last. The "mindless margin": I can do that. The ideas in this book are based on research, and I really like that I am encouraged to choose three strategies (no more) that will work for me.

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