



Mindless Eating: Why We Eat More Than We Think

Brian Wansink

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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.

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