



Mindless Eating (Paperback)

By Brian Wansink

Random House USA Inc, United States, 2007. Paperback. Condition: New. Reprint. Language: English . Brand New Book. 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...



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