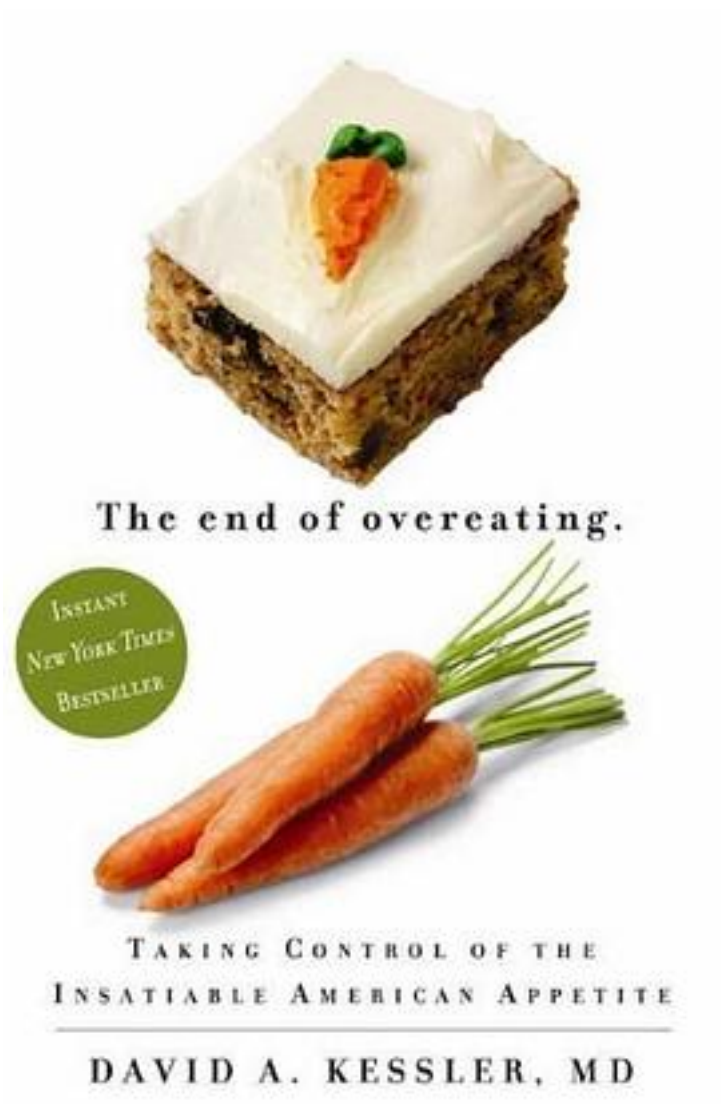


The End of Overeating



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Most of us know what it feels like to fall under the spell of food--when one slice of pizza turns into half a pie, or a handful of chips leads to an empty bag. But it's harder to understand why we can't seem to stop eating--even when we know better. When we want so badly to say "no," why do we continue to reach for food? Dr. David Kessler, the dynamic former FDA commissioner who reinvented the food label and tackled the tobacco industry, now reveals how the food industry has hijacked the brains of millions of Americans. The result? America's number-one public health issue. Dr. Kessler cracks the code of overeating by explaining how our bodies and minds are changed when we consume foods that contain sugar, fat, and salt. Food manufacturers create products by manipulating these ingredients to stimulate our appetites, setting in motion a cycle of desire and consumption that ends with a nation of overeaters. "The End of Overeating" explains for the first time why it is exceptionally difficult to resist certain foods and why it's so easy to overindulge. Dr. Kessler met with top scientists, physicians, and food industry insiders. "The End of Overeating" uncovers the shocking facts about how we lost control over our eating habits--and how we can get it back. Dr. Kessler presents groundbreaking research, along with what is sure to be a controversial view inside the industry that continues to feed a nation of overeaters--from popular brand manufacturers to advertisers, chain restaurants, and fast food franchises. For the millions of people struggling with weight as well as for those of us who simply don't understand why we can't seem to stop eating our favorite foods, Dr. Kessler's cutting-edge investigation offers new insights and helpful tools to help us find a solution. There has never been a more thorough, compelling, or in-depth analysis of why we eat the way we do.

作者介绍:

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标签

食品工业

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饮食

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评论

感觉美帝现在科研的路子就是把人的主观责任撇的干干净净，所有原因都是生理性的不是我能控制的跟自制力无关。Kessler的文风倒是风趣，但内容略水

后面几章略显重复

吃一口就停不下来——这不是胖子们的意志力差，其实在如今万恶的食品工业社会中，连瘦子们都备受折磨。因为这些食物就是为了让让你不停地吃下去而设计的。

This book, as a writer says, is disturbing, thought-provoking and important. It's disturbing because nothing is real in this money-driven food industry, it's thought-provoking because it breaks the stereotype that all overweight people lack will power. It's important because "we are what we eat", it's time to stop eating a bunch of junk food.

萬惡的Neoliberalism

很详实的见解，心理学观点明确。当然知道是一回事，做到又完全是另外一回事。

一本喜欢到连致谢都读完的书，请一定看到最后。

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书评

安德鲁是位战地记者。他今年45岁，个头中等却足有111公斤重。他活跃在中东各地，在采访杰哈德圣战分子、自杀式人体炸弹分子时毫不退缩。然而，面对桌上一包M&M巧克力糖时，却丢盔弃甲。按照这位胖子的说法，若受访者的桌上摆有食物，他得用采访的一半时间做思想斗争。一个声音...

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