

# Mindless Eating



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著者:Wansink Ph.D., Brian

出版者:

出版时间:2010-12

装帧:

isbn:9780345526885

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.

作者介绍:

Brian Wansink is an American professor in the fields of consumer behavior and nutritional science and is currently serving as the Executive Director of the USDA's Center for Nutrition Policy and Promotion (CNPP), which is charged with the 2010 Dietary Guidelines and with promoting the Food Guide Pyramid (MyPyramid).

Wansink is best known for his work on consumer behavior and food and for popularizing terms such as "mindless eating" and "health halos." His research has focused on how our immediate environment (supermarkets, packaging, homes, pantries, and tablescapes) influences eating habits and preferences. Wansink holds the John S. Dyson Endowed Chair in the Applied Economics and Management Department at Cornell University. He is the author of over 100 academic articles and books, including the best-selling book *Mindless Eating: Why We Eat More Than We Think* and *Marketing Nutrition* (2005). He is a 2007 recipient of the humorous Ig Nobel Prize and was named ABC World News Person of the Week on January 4, 2008.

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## 评论

聪明风趣的老爷爷！轻松又愉快，实实在在影响了我的一本书。推荐！

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和培养general习惯的方法论一样，即通过减少cue和形成routine来降低对意志力的消耗从而使改变更具可持续性（虽然读完了感觉这个世界对吃货的cue也太多了吧）。Mindless margin的概念很赞，以前总觉得早上午塞一块80卡黑巧下午来一包100卡figbar没有什么，半年下来就很可观了（憋问我怎么知道的）

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列举了很多实验 provide的strategies应用性不强

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大部分的内容，已经知道，不过提醒我很多事

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Quite insightful and smooth read

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## 书评

这本书我没有完整读过，但是看过Brian Wansink研究mindless eating这方面的论文，发表在《obesity》上面[拥有高校数据库的同学可以去找来看]。人为什么会胖，吃多了，是最主要的因素。二战后食品工业飞速发展，当所有食品公司加工出来的食品的总热量远远超过消费者正常需求时...

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Wansink也是神人一枚，早年在多所大學間轉了很久，每所大學都不知道該把他往哪個系裏放。他的研究也是別出心裁，不屑於討好主流的興趣，於是也多年沒混到tenure；直到Cornell慧眼識人，把Wansink和他傳奇的Lab招到麾下。

公認的最有名的Wansink研究是bottomless bowl (無底湯...

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