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# Mindless Eating: Why We Eat More Than We Think

By Brian Wansink



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## Mindless Eating: Why We Eat More Than We Think By Brian Wansink

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.*



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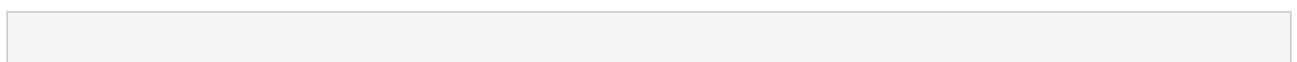
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### Editorial Review

From Publishers Weekly

According to Wansink, director of the Cornell University Food and Brand Lab, the mind makes food-related decisions, more than 200 a day, and many of them without pause for actual thought. This peppy, somewhat pop-psych book argues that we don't have to change what we eat as much as how, and that by making more mindful food-related decisions we can start to eat and live better. The author's approach isn't so much a diet book as a how-to on better facilitating the interaction between the feed-me messages of our stomachs and the controls in our heads. In their particulars, the research summaries are entertaining, like an experiment that measured how people ate when their plates were literally "bottomless," but the cumulative message and even the approach feels familiar and not especially fresh. Wansink examines popular diets like the South Beach and Atkins regimes, and offers a number of his own strategies to help focus on what you eat: at a dinner party, "try to be the last person to start eating." Whether readers take time to weigh their decisions and their fruits and vegetables remains to be seen. (*Oct.*)

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From [Booklist](#)

Anyone who's tried to follow a strict eating regimen knows how futile it sometimes seems. Nutritional science and marketing professor Wansink explores some of the psychological aspects of overeating to explain why we in fact consume more than we believe we do. He advocates weight-loss diets that cut calories by cutting overall consumption, instead of draconian elimination of intake. Wansink finds the greatest value in retraining one's mind and its perceptions by devices such as making sure one's plate contains at least half vegetables or salad. He suggests that a dieter will automatically eat less in social situations by being the last to start eating and the first to finish. He assesses the dangers of food shopping in bulk-portion stores, where customers are virtually begged to overconsume. Wansink's dual approach emphasizing food knowledge and self-knowledge offers a sensible route to permanent weight loss. A useful appendix arranges different popular diets in tables along with their advantages and disadvantages. *Mark Knoblauch*

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Review

"[**Mindless Eating**] does more than just chastise those of us guilty of stuffing our faces. It also examines the effectiveness of such popular diets as South Beach or Atkins, and offers useful tips to consciously eat nutritiously."—*Boston Herald*

"Entertaining... Isn't so much a diet book as a how-to on better facilitating the interaction between the feed-me messages of our stomachs and the controls in our heads."—*Publishers Weekly*

*From the Hardcover edition.*

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**Eric Graves:**

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**Todd Jacob:**

Mindless Eating: Why We Eat More Than We Think can be one of your beginning books that are good idea. Many of us recommend that straight away because this e-book has good vocabulary that can increase your knowledge in vocabulary, easy to understand, bit entertaining but delivering the information. The author giving his/her effort to set every word into delight arrangement in writing Mindless Eating: Why We Eat More Than We Think nevertheless doesn't forget the main level, giving the reader the hottest and also based confirm resource information that maybe you can be one among it. This great information can easily drawn you into brand-new stage of crucial considering.

**Jack Johnson:**

Many people spending their time by playing outside using friends, fun activity with family or just watching TV all day every day. You can have new activity to invest your whole day by reading a book. Ugh, do you consider reading a book can definitely hard because you have to use the book everywhere? It ok you can have the e-book, delivering everywhere you want in your Mobile phone. Like Mindless Eating: Why We Eat More Than We Think which is obtaining the e-book version. So , try out this book? Let's view.

**Carey Gilliam:**

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