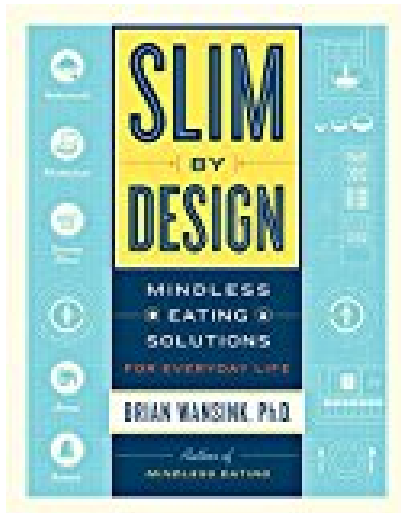


Slim by Design Mindless Eating Solutions for Everyday Life



BOOK DETAILS

- Author : Brian Wansink
- Pages : 320 Pages
- Publisher : William Morrow
- Language : English
- ISBN : 0062136526

[↓ DOWNLOAD](#)

BOOK SYNOPSIS

In this paradigm-shattering book, leading behavioural economist and food psychologist Brian Wansink - dubbed the Sherlock Holmes of food and the wizard of why - offers a radical new philosophy for weight loss. The answer isn't to tell people what to do: it's to set up their living environments so that they will naturally lose weight. Using cutting-edge, never-before-seen research from his acclaimed Food and Brand Lab at Cornell University, Wansink reveals how innovative and inexpensive design changes - from home kitchens to restaurants, from grocery stores to schools and workplaces - can make it mindlessly easy for people to eat healthier *and* make it more profitable for the companies who sell the food.

In *Slim by Design*, Wansink argues that the easiest, quickest and most natural way to reverse weight gain is to work *with* human nature, not against it. He demonstrates how schools can nudge kids to take an apple instead of a cookie, how restaurants can increase profits by selling half-size portions, how supermarkets can double the amount of fruits and vegetables they sell, and how anyone can cut plate refills at home by more than a third. Interweaving drawings, charts, floor plans and scorecards with new scientific studies and compelling insights that will make you view your surroundings in an entirely fresh way, this entertaining, eye-opening book offers practical solutions for changing your everyday environment to make you, your family and even your community slim by design.

SLIM BY DESIGN MINDLESS EATING SOLUTIONS FOR EVERYDAY LIFE -

Are you looking for Ebook Slim By Design Mindless Eating Solutions For Everyday Life? You will be glad to know that right now Slim By Design Mindless Eating Solutions For Everyday Life is available on our online library. With our online resources, you can find Applied Numerical Methods With Matlab Solution Manual 3rd Edition or just about any type of ebooks, for any type of product.

Best of all, they are entirely free to find, use and download, so there is no cost or stress at all. Slim By Design Mindless Eating Solutions For Everyday Life may not make exciting reading, but Applied Numerical Methods With Matlab Solution Manual 3rd Edition is packed with valuable instructions, information and warnings. We also have many ebooks and user guide is also related with Slim By Design Mindless Eating Solutions For Everyday Life and many other ebooks.

We have made it easy for you to find a PDF Ebooks without any digging. And by having access to our ebooks online or by storing it on your computer, you have convenient answers with Slim By Design Mindless Eating Solutions For Everyday Life. To get started finding Slim By Design Mindless Eating Solutions For Everyday Life, you are right to find our website which has a comprehensive collection of manuals listed.