

Mindless Eating: Why We Eat More Than We Think



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Every day, we each make around 200 decisions about eating. But studies have shown that 90 percent of these decisions are made without any conscious choice. Dr Brian Wansink lays bare the facts about our true eating habits to show that awareness of our patterns can allow us to lose weight effectively and without serious changes to our lives. Dr Wansink's revelations include: food mistakes we all make in restaurants, supermarkets and at home; how we are manipulated by brand, appearance and parental habits more than price and our choices; and, our emotional relationship with food and how we can overcome it to revitalise our diets. Forget calorie counting and starving yourself and learn the truth about why we overeat in this fascinating, innovative guide. "Mindless Eating" has become a breakout hit from the diet and fitness field and this fantastic new package will bring it to a new audience.

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