

Synopsis

In *Slim by Design*, leading behavioral economist, food psychologist, and bestselling author Brian Wansink introduces groundbreaking solutions for designing our most common spaces - schools, restaurants, grocery stores, and home kitchens, among others - in order to make positive changes in how we approach and manage our diets. Anyone familiar with Wansink's *Mindless Eating* knows this is not a typical diet book. Wansink shares his scientific approach to eating, providing insight and information, so we can all make better choices when it comes to food. The pioneer of the Small Plate Movement, Brian Wansink presents compelling research conducted at the Food and Brand Lab at Cornell University by way of cartoons, drawings, charts, graphs, floor plans, and more. *Slim by Design* offers innovative ways to make healthy eating mindlessly easy.

Book Information

Audible Audio Edition

Listening Length: 6 hours and 5 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: HarperAudio

Audible.com Release Date: September 23, 2014

Language: English

ASIN: B00NETS6AU

Best Sellers Rank: #22 in Books > Audible Audiobooks > Arts & Entertainment > Design #163 in Books > Audible Audiobooks > Health, Mind & Body > Health #207 in Books > Audible Audiobooks > Health, Mind & Body > Diet & Nutrition

Customer Reviews

Dr. Wansink is a very clever researcher that has uncovered some amazing weight loss "life hacks" that have helped me to lose and MAINTAIN a 200 pound weight loss. After over a decade of working with people to help them lose weight, I have come to the conclusion that almost no one wants to lose weight. That said, it is also true that almost everyone wants to weigh less but, I've never met anyone who is excited about what they need to do in order to get there. While on the surface, the problem seems simple. If you could just eat less and exercise more, you would be skinny. Most people already know that and yet they remain overweight and frustrated. The real problem is that the human mind, programmed by habits and driven by emotion does not always respond the way we want and this is particularly true for food. Dr. Wansink is the only person to

consider the question, "Is there a way to lose weight without even thinking about it?"

Amazingly, he discovered, there is and it's literally all around you. While it makes sense that our environment has an effect on what and how much we eat nobody ever took the time to discover how to use that bit of common sense to actually help people weigh less. Dr. Wansink has. Slim by design expands on the "weight loss life hacks" uncovered in Mindless Eating by organizing your food environment in five separate areas: 1. Your Kitchen, 2. Your Workplace, 3. Your Grocery Store, 4. Your Favorite Restaurant and 5. Your Kids School. In the book, Dr. Wansink provides real tools for you to begin re-engineering each of these areas for maximum weight loss and health. By dividing the book up in this way, he gives the reader permission to focus on just one area which avoids overwhelm. I noticed that some of the reviews in this book were not that positive.

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Slim by Design: Mindless Eating Solutions for Everyday Life
Mindless Eating: Why We Eat More Than We Think
Mindless Eating: Why We Eat More Than We Think [UNABRIDGED] (Audio CD)
AutoLISP to Visual LISP: Design Solutions: Design Solutions for AutoCAD 2000 (Autodesk's Programmer Series)
Renaissance: Everyday Life (Everyday Life (Good Year Books))
Helping Your Child with Extreme Picky Eating: A Step-by-Step Guide for Overcoming Selective Eating, Food Aversion, and Feeding Disorders
What's Eating You?: A Workbook for Teens with Anorexia, Bulimia, and other Eating Disorders
Understanding Recovery from Eating Disorders (Teen Eating Disorder Prevention Book)
Binge Eating Cure: Cure Binge Eating with Intermittent Fasting
The Joy of Eating Well: A Practical Guide to- Transform Your Relationship with Food- Overcome Emotional Eating- Achieve Lasting Results
The Everyday Life Bible: The Power of God's Word for Everyday Living
Lose the Clutter, Lose the Weight: The Six-Week Total-Life Slim Down
Fit and Sexy For Life: The Hormone-Free Plan for Staying Slim, Strong, and Fabulous in Your Forties, Fifties, and Beyond
The Mediterranean Prescription: Meal Plans and Recipes to Help You Stay Slim and Healthy for the Rest of Your Life
Slim for Life: My Insider Secrets to Simple, Fast, and Lasting Weight Loss
The Everyday Ayurveda Cookbook: A Seasonal Guide to Eating and Living Well
The Complete Italian Vegetarian Cookbook: 350 Essential Recipes for Inspired Everyday Eating
Salads: Beyond the Bowl: Extraordinary Recipes for Everyday Eating
Whole Cooking and Nutrition: An Everyday Superfoods Approach to Planning, Cooking, and Eating with Diabetes
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