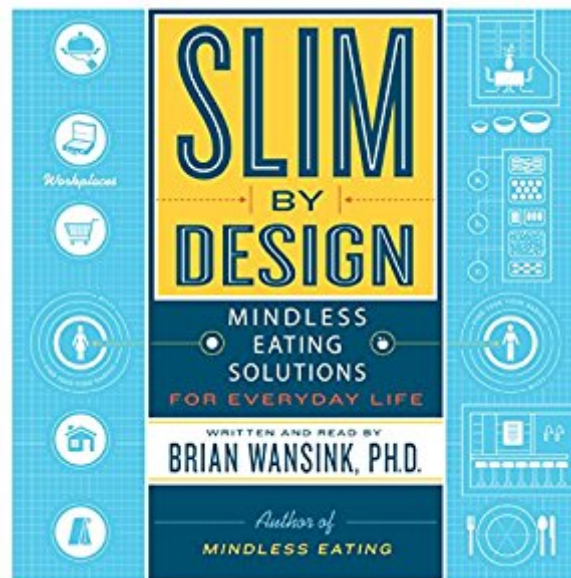


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# Slim By Design: Mindless Eating Solutions For Everyday Life



## 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

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## 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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