



The Dorito Effect: The Surprising New Truth About Food and Flavor

By Mark Schatzker

SIMON SCHUSTER, United States, 2016. Paperback. Book Condition: New. Reprint. 212 x 139 mm. Language: English . Brand New Book. A lively argument from award-winning journalist proving the key to reversing health crisis lies in the overlooked link between nutrition and flavour: The Dorito Effect is one of the most important health and food books I have read (Dr. David B. Agus, New York Times bestselling author). We are in the grip of a food crisis. Obesity has become a leading cause of preventable death, after only smoking. For nearly half a century we've been trying to pin the blame somewhere, fat, carbs, sugar, wheat, high-fructose corn syrup. But that search has been in vain, because the food problem that's killing us is not a nutrient problem. It's a behavioural problem, and it's caused by the changing flavour of the food we eat. Ever since the 1940s, with the rise of industrialized food production, we have been gradually leeching the taste out of what we grow. Simultaneously, we have taken great leaps forward in technology, creating a flavour industry, worth billions annually; in an attempt to put back the tastes we've engineered out of our...



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Reviews

Good eBook and helpful one. It really is written in straightforward words and phrases and never confusing. I am just effortlessly could possibly get a enjoyment of looking at a published book.

-- **Romaine Rippin**

The book is great and fantastic. it absolutely was written very properly and beneficial. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Lyda Davis II**

Other Books



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HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso's groundbreaking and trusted guide on bullying-including cyberbullying-arms parents and teachers with real solutions for a...



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AUTHORHOUSE, United States, 2006. Paperback. Book Condition: New. 274 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.THE KEY TO MY CHILDREN SERIES: EVAN'S EYEBROWS SAY YES is about a three year old little boy who...



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Time Warner Trade Publishing, United States, 2006. Paperback. Book Condition: New. Reprint. 168 x 106 mm. Language: English . Brand New Book. After leaving her cheating husband, Rhea thinks she'll be alone forever. Then, in walks Davis Hickman, an attractive, sophisticated...



And You Know You Should Be Glad

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