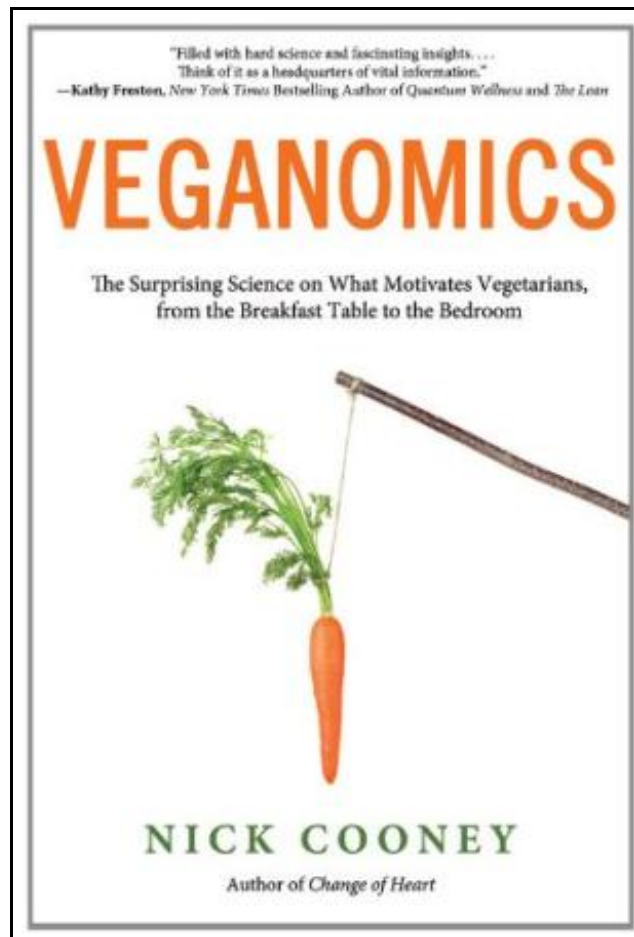


## Veganomics: The Surprising Science on What Motivates Vegetarians, from the Breakfast Table to the Bedroom



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## VEGANOMICS: THE SURPRISING SCIENCE ON WHAT MOTIVATES VEGETARIANS, FROM THE BREAKFAST TABLE TO THE BEDROOM



Lantern Books,US, United States, 2013. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book. Flip through a magazine, turn on the TV, or browse around online, and it quickly becomes clear: vegetarian eating is on the rise. But just who are vegetarians? How do they make the transition? And what really drives them to take the meat off their plates?Vegetarians differ from omnivores not just in their eating habits but also in their psychology, personalities, friendship choices, even their sex lives. Extensive studies from around the world show that they vote differently, take different jobs, and have brains that fire differently. This research also provides insight into why people who consider themselves vegetarian may not really be vegetarian at all, and why so many fall off the vegetarian wagon. Veganomics is a fascinating journey through the science on vegetarians and vegetarian eating, shedding new light on how and why people eat the way they do, and what impact their dietary choices can have on the world around us. Be forewarned: after reading this book, you may never look at vegetarians the same way again! Cooney s book is filled with hard science and fascinating insights, but most of all it builds a firm foundation from which the vegan movement can chart its course. Kathy Freston, New York Times bestselling author of The Lean Veganomics offers a fascinating look at the rise of vegetarianism, as well as intriguing insight into the hearts and minds of the compassionate people who choose to leave meat off their plates. You will be captivated and informed, but most importantly, inspired. Nathan Runkle, executive director, Mercy For Animals When it comes to animal protection work, it s not enough just to be right: animals need us to be both right and...



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