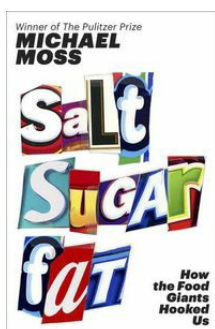


# SALT SUGAR FAT: HOW THE FOOD GIANTS HOOKED US

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Author	Michael Moss
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## Peek Inside the Book

Well, thats what the consumer wants, and were not putting a gun to their head to eat it. Thats what they want. If we give them less, theyll buy less, and the competitor will get our market. So...

## Reader's Opinions

I recently saw a quote which apparently appeared on a sign in a movie: "Fast, good, cheap: pick two." If we're talking about food, I might paraphrase and say, "Tasty, convenient, cheap, healthy: Pick two (three max)." Sadly, there doesn't seem to be a way to get all four. Especially as our tastes and preferences are apparently being...

This is one of those Rorschach books, with parts that will resonate differently with you depending on your prior views of the processed food industry. Looking around at reviews of this book, I found basically two different reactions to Moss' research and analysis, both pro- and anti-industry. I'll go over both of them, because, to paraphrase...