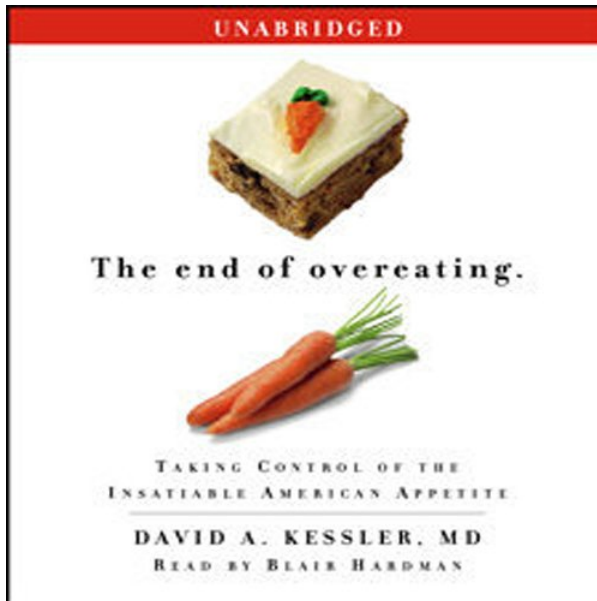


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With engineers working around the clock to figure out how to add "irresistibility" and "whoosh" to food, and the ever-expanding choices (and portions) available to us, it's no wonder we've become a culture on caloric overload. But with obesity rising at alarming rates, we're in desperate need of dietary intervention. In *The End of Overeating*, Dr. David A. Kessler, former Commissioner of the U.S. Food and Drug Administration, takes an in-depth look at the ways in which we have been conditioned to overeat. Dr. Kessler presents a combination of fascinating anecdotes and newsworthy research - including interviews with physicians, psychologists, and neurologists - to understand how we became a culture addicted to the over-consumption of unhealthy foods. He also provides a controversial view inside the food industry, from popular processed food manufacturers to advertisers, chain restaurants, and fast food franchises. Kessler deconstructs the endless cycle of craving and consumption that the industry has created, and breaks down how our minds and bodies join in the conspiracy to make it all work. He concludes by offering us a common sense prescription for change, both in our selves and in our culture. From the Hardcover edition.

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