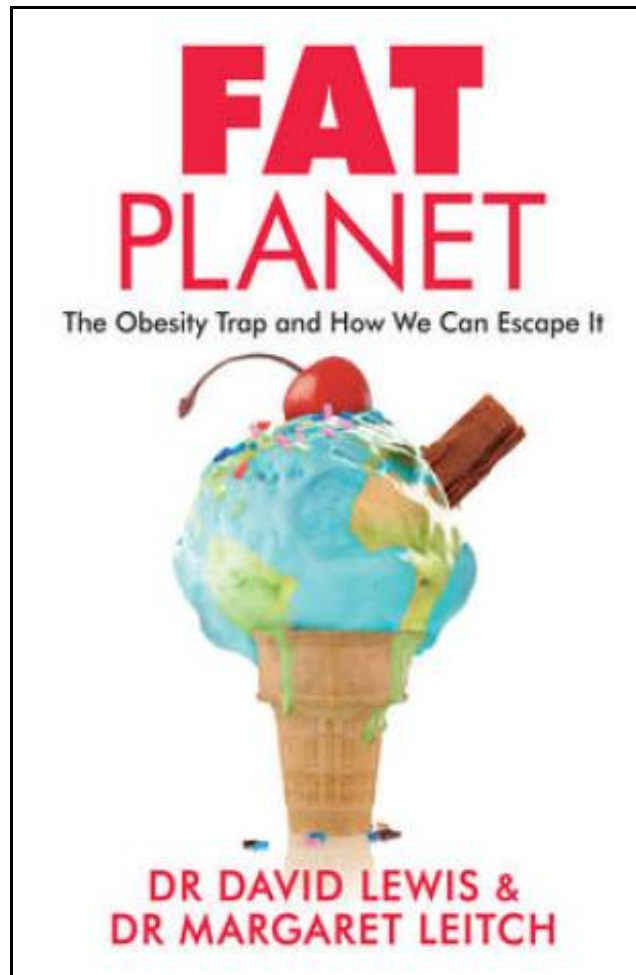


Fat Planet



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Paperback. Book Condition: New. Not Signed; Our planet is in the grip of an obesity pandemic. More than a billion people worldwide are overweight and over 600 million are obese. We live in an obesogenic environment in which it is much easier to get fat than to stay fit. How has this come to be? Who is to blame? What can we do? In *Fat Planet*, Dr David Lewis and Dr Margaret Leitch examine the social and psychological causes of the obesity pandemic in order to answer these questions. They use ground-breaking research to highlight the behaviour of corporations that relentlessly promote foods high in sugar, fat and salt, and show that these 'junk' foods have shockingly similar neurological effects to hard drugs. They consider the prevalence of food cues which unconsciously stimulate our desire to consume. And they debunk the myths of fad diets and slimming pills, suggesting practical, easily implemented strategies for sustainable weight loss. The evidence is clear: our problem with obesity must be addressed or we will face catastrophic consequences. It is not too late to change. book.



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