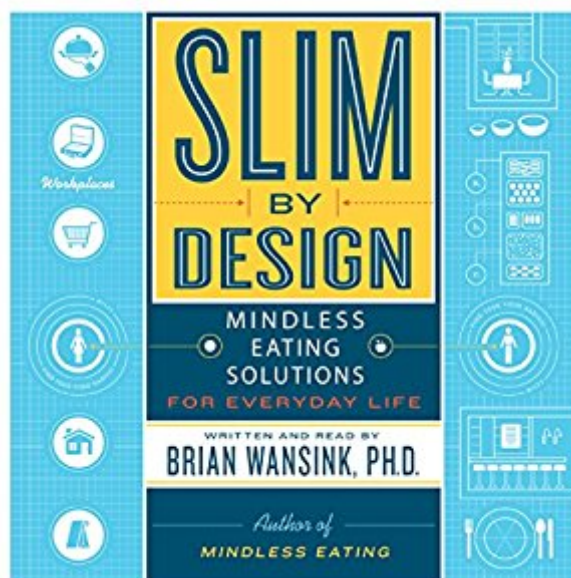


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# Slim By Design: Mindless Eating Solutions For Everyday Life



## Synopsis

In *Slim by Design*, leading behavioral economist, food psychologist, and bestselling author Brian Wansink introduces groundbreaking solutions for designing our most common spaces - schools, restaurants, grocery stores, and home kitchens, among others - in order to make positive changes in how we approach and manage our diets. Anyone familiar with Wansink's *Mindless Eating* knows this is not a typical diet book. Wansink shares his scientific approach to eating, providing insight and information, so we can all make better choices when it comes to food. The pioneer of the Small Plate Movement, Brian Wansink presents compelling research conducted at the Food and Brand Lab at Cornell University by way of cartoons, drawings, charts, graphs, floor plans, and more. *Slim by Design* offers innovative ways to make healthy eating mindlessly easy.

## Book Information

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## Customer Reviews

*Slim by Design* is the perfect title. Designing your environment ... small incremental changes can make a big difference. I run a small business with 6 people. 6 people whose main interest in life seems to be either losing weight or keeping it off. No one had been very successful. Without explanation I implemented some changes. Reduced paper plates in kitchen to 8", replaced the flavored coffee mate type product containers with mini-moos (they're real 1/2 & 1/2) but don't need refrigeration, put a fruit bowl centered around the desks (Yes, I pay for the fruit) and a plethora of other small changes introduced gradually. The experiment began 10/12/15 as of today 5 of the 6 people have lost weight. The largest 25lbs, but he really worked at the other 4 averaged about 5lbs and number 6 who spends most of her time working remotely has gained and I am not asking how

much. The point is that while much of Brian's book seems directed at lunchrooms, fast food joints and restaurants it's really about how we can change our environment, get buy in from those around us and even when we can't to know that maybe sitting at the high-top is better than the dark corner.

Dr. Wansink is a very clever researcher that has uncovered some amazing weight loss hacks that have helped me to lose and MAINTAIN a 200 pound weight loss. After over a decade of working with people to help them lose weight, I have come to the conclusion that almost no one wants to lose weight. That said, it is also true that almost everyone wants to weigh less but, I've never met anyone who is excited about what they need to do in order to get there. While on the surface, the problem seems simple. If you could just eat less and exercise more, you would be skinny. Most people already know that and yet they remain overweight and frustrated. The real problem is that the human mind, programmed by habits and driven by emotion does not always respond the way we want and this is particularly true for food. Dr. Wansink is the only person to consider the question, "Is there a way to lose weight without even thinking about it?" Amazingly, he discovered, there is and it's literally all around you. While it makes sense that our environment has an effect on what and how much we eat nobody ever took the time to discover how to use that bit of common sense to actually help people weigh less Dr. Wansink has. Slim by design expands on the weight loss life hacks uncovered in Mindless Eating by organizing your food environment in five separate areas: 1. Your Kitchen, 2. Your Workplace, 3. Your Grocery Store, 4. Your Favorite Restaurant and 5. Your Kids School. In the book, Dr. Wansink provides real tools for you to begin re-engineering each of these areas for maximum weight loss and health. By dividing the book up in this way, he gives the reader permission to focus on just one area which avoids overwhelm. I noticed that some of the reviews in this book were not that positive. Frankly, I am confused. One reader said, "I ordered this book based on an article that said it would give information about how to design a kitchen with slimming principles. That topic was covered in one brief chapter. For me, it's the fact that you could simply re-tool your kitchen for weight loss with the information in one brief chapter that's so amazing. My question to the reader is, did you take the assessments? Did you try the ideas? I did and, I actually lost a few pounds. I am a weight loss expert and I did not know the stuff in this book. The catch is you have to actually do some of it. Each section is jam packed with cool tips and assessment tools to get you started in your own life as well as some ideas for you to begin to raise awareness in your community as well. The fact is that, like it or not, we really do have an obesity crisis in this country and this book gives you really simple tools you can use to help you and your neighbors lose weight without the

torture associated with weight loss. Listen, I grew as a fat kid. I was unmercifully bullied as the fat kid and, moreover, my early life choices were limited by my massive size. I wish my community, my school and my parents knew half of what Brian talks about in this book. All you need to do is make a few of these changes and you could change a lot of lives . . . including your own.

Brian Wansink has written a fascinating, intelligent book with delicious humor.

Gave it to a friend to motivate her, looks good.

Great advice in this book about how to set up your life to help you eat better. So much good information.

good read

Overall really liked this book, Wansink is an entertaining writer and lots of really great information, especially the chapter on the home and the office. Took one star off because a lot of the information is similar to the Mindless Eating book (which is one of my favorites). If you have not read Mindless Eating then this would be a great book to start with.

This is as practical as it gets. A no excuses, easy to implement guide to eating better. Highly recommend it to anyone wanting to form better eating habits for themselves or the family.

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