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The End Of Overeating: Taking Control Of The Insatiable American Appetite

NEW YORK TIMES BESTSELLER

"Fascinating... Dr. Kessler offer[s] practical advice for using the science of overeating to our advantage, so that we begin to think differently about food and take back control of our eating habits." —**THE NEW YORK TIMES**



The end of overeating.



TAKING CONTROL OF THE
INSATIABLE AMERICAN APPETITE

DAVID A. KESSLER, MD



Synopsis

Most of us know what it feels like to fall under the spell of food when one slice of pizza turns into half a pie, or a handful of chips leads to an empty bag. But it's harder to understand why we can't seem to stop eating even when we know better. When we want so badly to say no; why do we continue to reach for food? Dr. David Kessler, the dynamic former FDA commissioner who reinvented the food label and tackled the tobacco industry, now reveals how the food industry has hijacked the brains of millions of Americans. The result? America's number-one public health issue. Dr. Kessler cracks the code of overeating by explaining how our bodies and minds are changed when we consume foods that contain sugar, fat, and salt. Food manufacturers create products by manipulating these ingredients to stimulate our appetites, setting in motion a cycle of desire and consumption that ends with a nation of overeaters. The End of Overeating explains for the first time why it is exceptionally difficult to resist certain foods and why it's so easy to overindulge. Dr. Kessler met with top scientists, physicians, and food industry insiders. The End of Overeating uncovers the shocking facts about how we lost control over our eating habits and how we can get it back. Dr. Kessler presents groundbreaking research, along with what is sure to be a controversial view inside the industry that continues to feed a nation of overeaters from popular brand manufacturers to advertisers, chain restaurants, and fast food franchises. For the millions of people struggling with weight as well as for those of us who simply don't understand why we can't seem to stop eating our favorite foods, Dr. Kessler's cutting-edge investigation offers new insights and helpful tools to help us find a solution. There has never been a more thorough, compelling, or in-depth analysis of why we eat the way we do.

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Customer Reviews

This book was the textbook for my nutrition class. Kessler made it a very interesting read that flowed very nicely. There were so many stories and examples in it, that you didn't realize you were learning things. I have recommended it to several of my friends and they all feel the same way. Great read!

Great read and definitely an eye opener! How perverse the food chain is today and how big agro manipulated the market so what we eat we always crave.....

I have tried nutrition books, you name it. Nothing has worked for any length of time. This book is the working solution I have found after years of searching for the real problem about why on earth it is that I simply cannot stop this merry-go-round of overeating. This book has given ME THE KEYS to finally experience true on going freedom in my everyday dealings with life, stress and highly palatable foods that surround me every where I go. Thank you so much David Kessler for your commit into understanding why some of us cannot stop overeating.

Since my 30's I've been wondering WHY! Why am I addicted to food. Well I must say that this is the first time I'm understanding the why's and how to change things. This book is a REVELATION and a must read for an obese nation

I was referred to this book as a means to "expand my mind" on various dietary subjects, and was surprised by this books all-encompassing representation of the impact of food in modern society. This isn't so much of a diet book, as it is a first-hand journal of insights into the fast-food corporate offices and laboratories, their drive in social situations, their power over the genetically weak-willed, and gives a basic how-to in avoiding fast food like the plague if you're predisposed to over-eating. One thing Kessler has done that hails over other books about calories and politics is he

has involved many cases of people who overeat on a genetic level, rather than just assuming everybody is the same, only some are weaker than others, he tries to draw an understanding as to why some people can look at a platter of fresh, warm chocolate-chip cookies and feel nothing, yet other people see the same image and totally lose control, even when trying to resist temptation. Kessler goes deep into the psychological drives behind the need to consume highly palatable foods, beyond the point of adaptive eating patterns, and rather into the area of frenzied eating patterns. He offers ways to avoid it, how to come to terms with signs and stimuli, how to break bad habits and ways to enjoy good food without going nuts. I found the book fascinating more for the psychological stand-point, and how the heavy-set eater focuses on food in a totally different way to someone who isn't even affected by external food cues. A truly remarkable book with a simplistic, entertaining style of writing that covers all points of the eating compass. Highly recommended.

The problem of obesity is multifactorial and as such seems too far gone for simple solutions. This book addresses many of the factors that are contributing to this modern epidemic. It offers important discussion around the neurobiology of our dependence on salt, fat and sugar in addition to providing a summary of the role of the food industry in the issue. Most importantly it offers some hope that lifelong behaviours around food choices are able to be changed.

Shhhhhh big food industries doesn't want you to know their dirty lil food secrets that keep you coming back for more. This book exposes that!

David Kessler knows what he is talking about. His credentials are very strong. In addition to a stellar academic background he has run a teaching hospital and served as a commissioner for the Food and Drug Administration. He's not simply writing a book to get on the bandwagon and tap into the huge industry that exists in America because frankly as a nation, we're gaining weight. We are at a sea change now, where our younger generations may for the first time in a long time, actuarially begin to see lifespans and quality of life decrease. Add to these qualifications the fact too that Kessler has a strong background in examining and dealing with the science and medicine of tobacco addiction and it's easy to see why Kessler is better positioned than most to write a book of this nature. Kessler very clearly and with great support explains why this raise in national obesity is happening and then goes on to provide real insight as to what needs to change to see this disturbing trend reversed, both in the arena of national health care policy and personal habits and responsibility. First to the technical elements of this book. I purchased this book on my Kindle and I

found it to be well laid out with an interactive table of contents which allowed me to move directly to chapters. This is an important element because the Kindle tracks by data volume and not page number, so without this element, as I've found to my consternation in other Kindle books you're forced to guess as to where that particular chapter you're looking for is without a means to jump there easily and so this is something that I look carefully for now in a Kindle book before I just hit the buy button. This book functioned completely and conveniently in the Kindle format and I can recommend it without reservation in that format as opposed to a hard-copy. This book is laid out in six parts and is written in short pithy chapters that progressively build upon one another and then transition cleanly into the next logical area to be addressed and assessed. From the fundamentals of nutrition to an examination of the business practices of today's food industry to the emotional and psychological trigger-points that have been identified and are routinely pushed with predictable results in the American populace a case is compellingly built as to why Americans have gained weight, how the food and restaurant industry is complicit in the factors which coincidentally contribute to their profit margins and how Americans can identify and take control of their own destinies collectively and individually. While the level of discussion presented in this book is higher than most popular literature, the editing and writing style has been well laid out and there is no reason the average reader cannot move through this material easily. Anecdotal stories pepper the work and help to illustrate and reinforce the more technical elements that are explained themselves without a great deal of technical, medical jargon. All in all I came away from the book better aware of the factors that are at work in our nation and within me personally to drive me toward overeating and obesity. That knowledge in and of itself is not enough to solve the problem, but there is enough there to provide a platform from which to move in the future. 5 stars, an excellent and powerful read. bart breen

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