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The End of Overeating: Taking Control of the Insatiable American Appetite

David A. Kessler

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Dr. David A. Kessler, the dynamic and controversial former FDA commissioner known for his crusade against the tobacco industry, is taking on another business that's making Americans sick: the food industry. In The End of Overeating, Dr. Kessler shows us how our brain chemistry has been hijacked by the foods we most love to eat: those that contain stimulating combinations of fat, sugar, and salt.

Drawn from the latest brain science as well as interviews with top physicians and food industry insiders, The End of Overeating exposes the food industry's aggressive marketing tactics and reveals shocking facts about how we lost control over food?and what we can do to get it back. For the millions of people struggling with their weight as well as those of us who simply can't seem to eat our favorite foods in moderation, Dr. Kessler's cutting-edge investigation offers valuable insights and practical answers for America's largest-ever public health crisis. There has never been a more thorough, compelling, or in-depth analysis of why we eat the way we do.

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