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Titolo	The Hundred Year Diet : America's Voracious Appetite for Losing Weight
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Sommario/riassunto	<p>A lively cultural history of the American weight loss industry that explores the origins of our obsession with dieting. As a nation battling an obesity epidemic, we spend more than 35 billion annually on diets and diet regimens. Our weight is making us sick, unhappy, and bigger than ever, and we are willing to hand over our hard-earned money to fix the problem. But most people don't know that the diet industry started cashing in long before the advent of the Whopper. The Hundred Year Diet is the story of America's preoccupation with diet, deprivation, and weight loss. From the groundbreaking measurement of the calorie to World War I voluntary rationing to the Atkins craze, Susan Yager traces our relationship with food, weight, culture, science, and religion. She reveals that long before America became a Fast Food Nation or even a Weight Loss Nation, it was an Ascetic Nation, valuing convenience over culinary delight. Learn how one of the best-fed countries in the world developed some of the worst nutritional habits, and why the respect for food evident in other nations is lacking in America. Filled with food history, cultural trivia, and unforgettable personalities, The Hundred Year Diet sheds new light on an overlooked piece of our weight loss puzzle: its origins.</p>