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""16. The Impact of Optimistic Bias on Dietary Behaviour""";
Implementation Intentions: Strategic Automatization of Food Choice""";
""18. The Use of the Stages of Change Model with Dietary Behaviours""";
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Sommario/riassunto

Written by leading international experts, this book explores one of the central difficulties faced by nutritionists today; how to improve people's health by getting them to change their dietary behaviour. It provides an overview of the current understanding of consumer food choice by exploring models of food choice, the motivations of consumers, biological, learning and societal influences on food choice, and food choices across the lifespan. It concludes by examining the barriers to dietary change and how nutritionists can best impact upon dietary behaviour.
