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Sommario/riassunto	In the crowded and busy arena of obesity and fat studies, there is a lack of attention to the lived experiences of people, how and why they eat what they do, and how people in cross-cultural settings understand risk, health, and bodies. This volume addresses the lacuna by drawing on ethnographic methods and analytical emic explorations in order to consider the impact of cultural difference, embodiment, and local knowledge on understanding obesity. It is through this reconstruction of how obesity and fatness are studied and understood that a new discussion will be introduced and a new set of a