

1. Record Nr.	UNINA9910812336303321
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Titolo	Fat, fate & disease : why exercise and diet are not enough // Peter Gluckman & Mark Hanson
Pubbl/distr/stampa	New York, New York : , : Oxford University Press, , 2012 ©2012
ISBN	0-19-163296-1 1-283-42693-5 9786613426932 0-19-163295-3
Descrizione fisica	1 online resource (299 p.)
Disciplina	616.398
Soggetti	Obesity Heart - Diseases - Susceptibility Diabetes - Susceptibility
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover; Contents; Acknowledgements; 1 Blinkers and Biases; 2 Fat Chances; 3 The Origins of Obesity; 4 Now We Are Sick; 5 The Thin Line; 6 Genes Aren't Us; 7 The Child is Father to the Man; 8 Trouble Ahead; 9 Taking Sugar; 10 Breaking Fate; 11 From Words to Action; 12 A Call to Action; 13 Seeing and Believing: The Fat Emperor Has No Clothes; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; R; S; T; U; V; W; Y
Sommario/riassunto	Why are we losing the war against obesity and chronic disease?' This is the simple question Peter Gluckman and Mark Hanson ask, exploring the dominant myth that the exploding epidemic of obesity, heart disease, and diabetes can be tackled by focusing on adult life styles. Addressing the flawed approach of the weight-loss industry, they explain why a continued focus simply on diet and exercise will fail. Highlighting the implications of the growing burden of these problems in the developing world, they show that the scientific enterprise ignores the reality of the social, cultural, and biologic