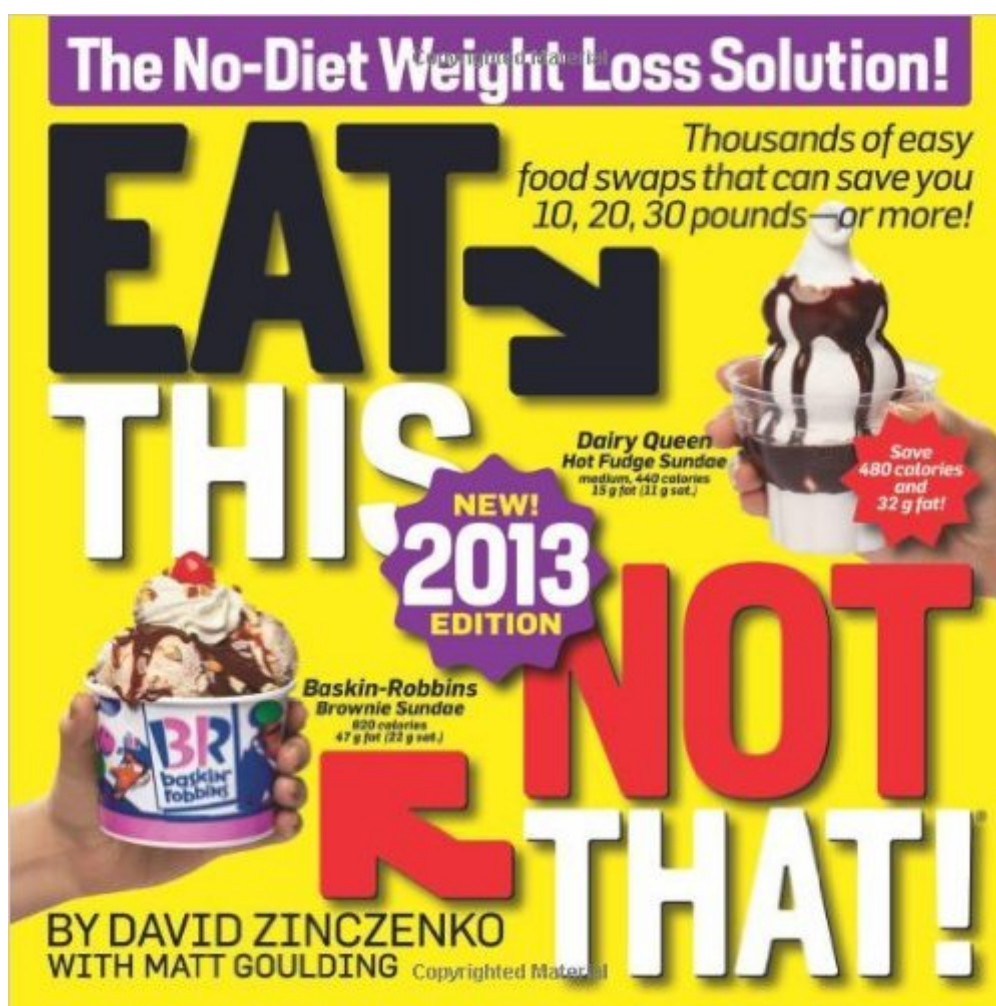


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# Eat This, Not That! 2013: The No-Diet Weight Loss Solution



## Synopsis

With an angry food industry hot on their heels and a ravenous fan base clamoring for more, Zinczenko and Gouling once again redefine the American food landscape. Featuring up-to-the-minute information on the ever-changing array of supermarket and restaurant offerings, *Eat This, Not That! 2012* reveals the shocking calorie counts, mind-bending sugar and fat loads, and deceptive advertising and marketing techniques that are making America fat—and gives readers the information they need to fight back. Packed with cool tips, industry secrets, and essential nutrition knowledge, *Eat This, Not That! 2012* is a must-have for anyone who cares about what they eat—and how they look.

## Book Information

Paperback: 368 pages

Publisher: Rodale Books; 1 Upd Exp edition (September 18, 2012)

Language: English

ISBN-10: 1609618246

ISBN-13: 978-1609618247

Product Dimensions: 6.5 x 0.6 x 6.5 inches

Shipping Weight: 3.2 ounces

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (1,400 customer reviews)

Best Sellers Rank: #46,361 in Books (See Top 100 in Books) #26 in [Books > Business & Money > Industries > Restaurant & Food](#) #49 in [Books > Reference > Consumer Guides](#) #53 in [Books > Health, Fitness & Dieting > Diets & Weight Loss > Food Counters](#)

## Customer Reviews

I really like the core message of this book... A year ago I started calorie counting but got sick of it very quickly, then I bought Dr. Shapiro's *Picture Perfect Weight Loss: The Visual Program for Permanent Weight Loss* which has a very similar strategy to this book's - showing you pictures of good and bad choices of similar styles or calorie counts. From a year ago I've lost 35 lb, I'm basically at my ideal weight, and I haven't had the slightest bit of trouble keeping it off and I don't feel like I'm "dieting". In fact, I feel like I enjoy what I'm eating far more than ever before - I'm very impressed! I picked this book up because I'm pretty food-conscious now and I like to be aware of additional practical healthy choices. What I like about this book compared to the Dr. Shapiro one is that it's extremely practical - at one point a Quarter Pounder is recommended as a "healthy" choice. I'd more or less agree with this approach; I think things like burgers can be healthy, filling options if you

know what you're doing - whereas a Dr. Shapiro would have you eliminate all meat from your diet. Where I think this book falls down a little bit is if you were trying to put together a mental "theme" of what to eat and what not to eat based on this book, you really couldn't. Sometimes shrimp is shown as a healthy option, sometimes it's not. Sometimes you're better off eating a turkey burger, sometimes you're not. It comes out after reading a bunch of suggestions that you shouldn't eat fries or mayo - but you still get the feeling that it's a bit potluck. The Dr.

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