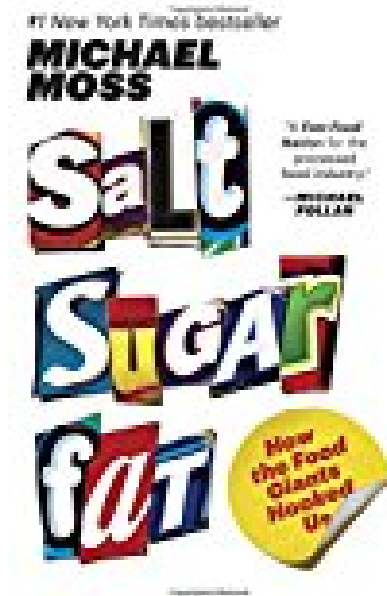


Salt Sugar Fat How the Food Giants Hooked Us



BOOK DETAILS

- Author : Michael Moss
- Pages : 480 Pages
- Publisher : Random House Trade Paperbacks
- Language : English
- ISBN : 0812982193

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BOOK SYNOPSIS

From a Pulitzer Prize-winning investigative reporter at The New York Times comes the troubling story of the rise of the processed food industry -- and how it used salt, sugar, and fat to addict us. Salt Sugar Fat is a journey into the highly secretive world of the processed food giants, and the story of how they have deployed these three essential ingredients, over the past five decades, to dominate the North American diet. This is an eye-opening book that demonstrates how the makers of these foods have chosen, time and again, to double down on their efforts to increase consumption and profits, gambling that consumers and regulators would never figure them out. With meticulous original reporting, access to confidential files and memos, and numerous sources from deep inside the industry, it shows how these companies have pushed ahead, despite their own misgivings (never aired publicly). Salt Sugar Fat is the story of how we got here, and it will hold the food giants accountable for the social costs that keep climbing even as some of the industry's own say, "Enough already."

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