The Fattening of America: How The Economy Makes Us Fat, If It Matters, and What To Do About It
Eric A. Finkelstein, Laurie Zuckerman

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DESCRIPTION

In The Fattening of America, renowned health economist Eric Finkelstein, along with business writer Laurie Zuckerman, reveal how the U.S. economy has become the driving force behind our expanding waistlines. Blending theory, research, and engaging personal anecdotes the authors discuss how declining food costs—especially for high-calorie, low-nutrient foods—and an increasing usage of technology, which make Americans more sedentary, has essentially led us to eat more calories than we burn off.

ABOUT THE AUTHOR

Eric A. Finkelstein, PhD, MHA, is a nationally acclaimed expert on the subject of economics and obesity. He is a health economist with the research organization RTI International in Research Triangle Park, North Carolina, and teaches health economics at Duke University. His work focuses on the economic causes and consequences of health-related behaviors, with a primary emphasis on obesity. Finkelstein has published over thirty peer-reviewed articles on the economics of obesity and related behaviors. His research has been featured on the front page of USA Today and has been covered in the Economist, the New York Times, Forbes, the Washington Post, and many other newspaper, radio, and television outlets.

Laurie Zuckerman left her corporate PR job in 1999 to make writing her full-time career. She contributes columns and feature articles to a number of business journals and lifestyle magazines, and writes for businesses ranging from Fortune 500s to startups, with a focus on health care, high tech, and business.
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