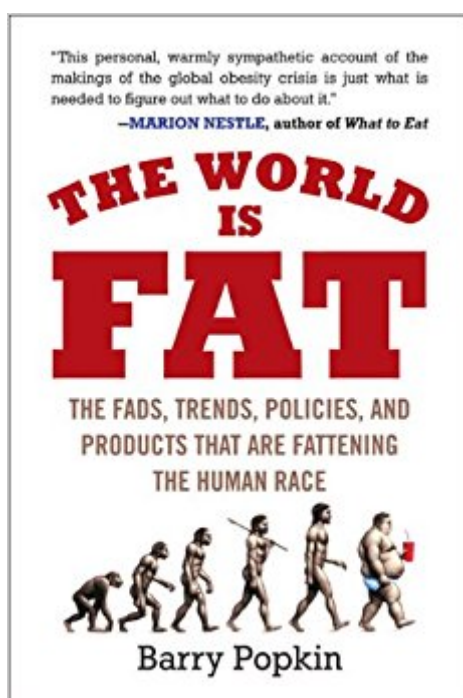


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# The World Is Fat: The Fads, Trends, Policies, And Products That Are Fattening The Human Race



## Synopsis

A compelling look at the global trends that have led to today's obesity crisis. The planet's 1.6 billion overweight people by far outnumber the 700 million who are undernourished. This figure would have seemed ludicrous just fifty years ago. As a result of unprecedented trends in technology, globalization, government policy, and the food industry that are changing how we eat, drink, and move, we now live in a world populated by overweight people with debilitating health problems. In this fascinating look at the striking changes in both our lifestyles and food system since World War II, Barry Popkin shows how present options for eating and drinking- especially when combined with a dramatic reduction in physical activity-are clashing with millions of years of evolution to fatten the human race. Popkin argues that widespread obesity-and the chronic health problems that contribute to the bulk of deaths in the world-is less a result of poor dietary choices than about a hi-tech, interconnected world in which governments and multinational corporations have extraordinary power to shape our everyday lives.

## Book Information

Paperback: 240 pages

Publisher: Avery; 11/29/09 edition (December 29, 2009)

Language: English

ISBN-10: 1583333819

ISBN-13: 978-1583333815

Product Dimensions: 5.4 x 0.6 x 8.2 inches

Shipping Weight: 8 ounces (View shipping rates and policies)

Average Customer Review: 3.3 out of 5 stars 18 customer reviews

Best Sellers Rank: #108,642 in Books (See Top 100 in Books) #14 in [Books > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > Agriculture & Food Policy](#) #85 in [Books > Business & Money > Industries > Restaurant & Food](#) #135 in [Books > Politics & Social Sciences > Sociology > Medicine](#)

## Customer Reviews

Popkin, a renowned obesity and nutrition expert, investigates what the World Health Organization has defined as a global obesity epidemic, identifying familiar culprits (nutrient-poor, sugar-rich foods; larger serving sizes and less exercise) but introduces fresh research to demonstrate how our drinking habits have contributed to the problem. The author follows the expanding waistlines of four families in the United States, Mexico and India to argue that obesity is less a result of gluttony

and sloth than a confluence of factors rooted in a fundamental conflict between human biology and modern society, where more calories are consumed than expended, and governments and multinational corporations shape everyday lives (a detailed section traces the growth of modern food and beverage conglomerates). Unfortunately, the book remains a disjointed portrayal of this thesis: Popkin never fully explores the impact of energy drinks and sodas and interrupts his observations of the four families to wax nostalgic (and unscientific) on his youthful dietary and exercise habits in rural Wisconsin. The salience and urgency of the obesity epidemic is incontrovertible, however, and Popkin's is a readable and ambitious introduction. (Jan.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

The global obesity epidemic affects all of us - families, communities, and nations around the world. It's a weighty subject in every way, with dire consequences for well being, life expectancy, and economic productivity in the years ahead unless seriously confronted. "The World is Fat" is compelling reading on this complex and growing societal threat. Dr. Barry Popkin is one of the world's most distinguished experts on obesity, the global food system, and nutrition, with extensive first-hand knowledge of the trends in the U.S., Europe, India, China, and beyond. His writing is remarkably clear and concise, free of jargon, and full of wisdom, balance, and good judgment. His call to action and practical suggestions to individuals, communities, and political leaders, will be read with enormous interest and benefit around the world.

Professor Jeffrey D. Sachs, Director of the Earth Institute at Columbia University, author of "The End of Poverty" and "Common Wealth"

This personal, warmly sympathetic account of the makings of the global obesity crisis is just what is needed to figure out what to do about it. Popkin is an economist, but a humanistic one, and his humanity shines through in this book.

Marion Nestle, author of "What to Eat" and "Food Politics," and professor of nutrition, food studies, and public health at New York University

The most serious epidemic ever is insidiously engulfing the world. Barry Popkin draws upon his decades of research and experience to describe its origins and a set of potential solutions. Those interested in the future of mankind should read this book.

Walter Willett, author of "Eat, Drink, and Be Healthy," and chair, Department of Nutrition, Harvard University

Popkin's research contributions and insights into food and nutrition have inspired scores of scholars. In "The World is Fat," he now inspires parents and consumers about what we can do to help our families and ourselves.

Brian Wansink, Ph.D., author of "Mindless Eating: Why We Eat More Than We Think"

A fascinating, often personal and surprisingly accessible (for a scholar of his stature) book about the global obesity epidemic and what it will take to reverse it. Popkin's deep knowledge of nutrition and the many insights he has gleaned from his extensive international experience set this book apart in an increasingly crowded field.

I enjoyed this book very much, I would recommend this as a starting point for anyone interested in the issue of global health and nutrition. I feel that this book is also a great introduction for health professionals looking for a way to understand the changing understanding of how our current food system is effecting overall nutrition in the population.

The name Barry Popkin carries some real clout in the nutrition/obesity research world, so I was excited to read his opinions and thoughts, and I cruised through this book in one night. The author starts out with the story of his life growing up in the 50's and the lives of a few other families in India and China, and he returns to them throughout the book. Although I don't feel that the individual stories make a convincing argument for why the world is fat, they do make the book immensely enjoyable and extremely easy to relate to. What does make a convincing argument is the well-researched data that peppers this book, pointing the finger firmly at a one-two-three punch of the sudden drop in activity in our lives, the over-abundance of nutritionally void foods and the governmental/corporate intervention into our eating habits. While not a new theory, it is a new take that is a pleasure to read. Where this book falls short is that the author doesn't really take the story to a conclusion. He touches on why we are fat but never really reaches an answer, touches on what obesity does to us but never really drives the point home, and touches on what we can do about it without ever really laying down any firm resolution. I would have liked to see less conjecture about liquid calories and more facts about the changes in our world. I found myself leaving the book with more questions than I started with. The book clocks in at a light 170 pages of meat in a large font, and as such, it makes a great introduction, but not a great answer, to a very serious question.

Read it..... It includes actual scholarship but is also entertaining. It helps to dispel many myths while simplifying the issue.

As advertised, in good condition, and arrived quickly. Thank you!

Popkin may scatter his own personal history a bit too much into this well-researched book, but it

doesn't change the weight or the importance of the message: we are killing ourselves with the food we eat. Our choices, from fast food, to high calorie foods, to morbid inactivity are not just a US, but a global problem and Popkin calls us to action to change our patterns. We should listen to him.

Informative. I carried away a new awareness of the way the technological revolution is changing our everyday lives...including the way we eat.

I bought this book for a college seminar class I will be taking in the fall. It put a smile on my face before I even started to read it. It should prove to be a very interesting class.

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