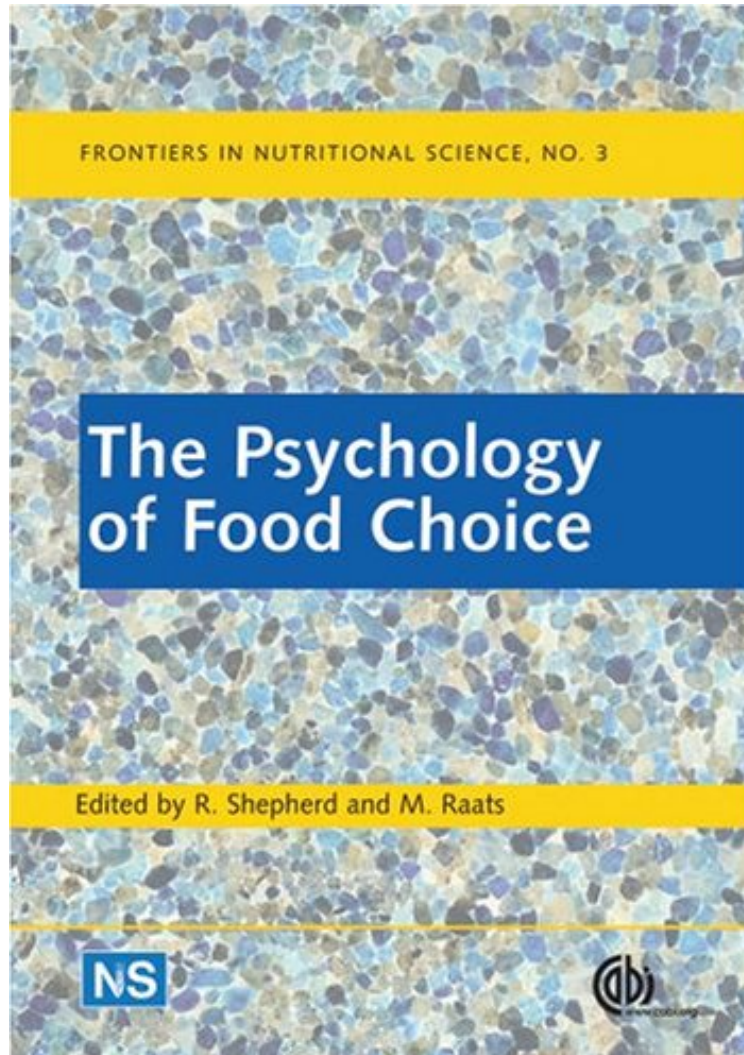


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The Psychology of Food Choice (Frontiers in Nutritional Science)

Richard Shepherd, Monique Raats
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Richard Shepherd, Monique Raats : The Psychology of Food Choice (Frontiers in Nutritional Science) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Psychology of Food Choice (Frontiers in Nutritional Science):

0 of 0 people found the following review helpful. A great book to learn about choices By Alicia De Leon I am working on a PhD research project. And well, the book has interesting articles regarding how people make food choices. It is an European book, so it has a different point of view. Useful, and easy to read!

One of the central problems in nutrition is the difficulty of getting people to change their dietary behaviors so as to

bring about an improvement in health. What is required is a clearer understanding of the motivations of consumers, barriers to changing diets and how we might have an impact upon dietary behavior. This book brings together theory, research and applications from psychology and behavioral sciences applied to dietary behavior. The authors are all international leaders in their respective fields and together give an overview of the current understanding of consumer food choice.

About the Author R. Shepherd, University of Surrey. M. Raats, University of Surrey.