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Wrote best-selling *Mindless Eating* (25 languages) and *Slim by Design*TM. Pioneered 100-calorie packs, Small Plate Movement, Healthy Weight Registry, and Smarter Lunchrooms. Father of three young girls. Lover of French food and French fries.

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Slim by design: Redirecting the accidental drivers of mindless overeating? Brian Wansink a , Pierre Chandon b,c, ? a Dyson School of Applied Economics and Management, Cornell University, 110 Warren Hall, Cornell University, Ithaca, NY 14853-7801, USA.

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Slim By Design: Mindless Eating Solutions for Everyday Life*

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Slim by Design : *mindless eating solutions for everyday life*. New York: HarperCollins Publishers. ... (PDF). Archived from the original (PDF) on 5 April 2017. "Cornell University Statement Regarding Questions About Professor Brian Wansink's Research". Cornell University. 5 April 2017.

Brian Wansink - Wikipedia

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Slim by Design Brian Wansink, PhD , Andrew S. Hanks, PhD , and Kirsikka Kaipainen, PhD *Health Education & Behavior* 2015 43 : 5 , 552-558

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The Book: Slim by Design: Mindless eating solutions for everyday life. The Author: Brian Wansink, PhD, a behavioural economist and food psychologist whose mission is to 'empower people, families, and communities to slim down'.



Book Review. Slim by Design – by Brian Wansink - The

In-Home Slim-by-Design Self-Assessment Scorecard Read each of the statements below as you visualize or walk through your home. Forer each true statement, check the ... Wansink, Brian, Ph.D., "Your Slim-for-Life Home," Slim by Design: Mindless Eating Solutions for Everyday Life, 2014, Haper-Collins Publishers, New York NY, Pgs 60-63 . Author ...

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Slim by Design: Redirecting the Accidental Drivers of Mindless Overeating. Wansink, Brian and Pierre Chandon (2014), "Slim by Design: Redirecting the Accidental Drivers of Mindless Overeating," Journal of Consumer Psychology, 24:413-431. INSEAD Working Paper No. 2014/26/MKT.

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