



Towards a Psychology of Food Choice

Paul Rozin

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The issue of what we eat and why is so important that we cannot afford to be daunted by the complexity we face in attempting to gain understanding. The papers collected in this book represent an attempt to understand this problem. There are some in the world who worry about whether they will get enough to eat, and others who worry about eating too much. There are some who think of food and eating as fundamental social acts, and others who think of these same activities more in terms of the pleasure they will experience. But everyone has foods that he/she likes more than others, and there is wide variability in these preferences. the research that the author has been engaged in over decades has been devoted to making some sense of human food choice. We only choose from what is available to us, by virtue of where we live, cultural dictates, and how much we can spend. But there is usually much choice within these constraints, and it is this choice that is discussed in this book.....FROM THE BOOK SUMMARY.

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