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Verdades y mentiras de la alimentación

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## **PDF**

¿Qué es lo que en verdad consumimos cada vez que comemos?

Comer es imprescindible para vivir, pero también comemos para obtener placer, por aburrimiento, para calmarnos, para no pensar, para reunirnos con amigos y familia, para celebrar, para seducir. Y vivimos rodeados de estímulos que incitan a comer: programas de TV, publicidades, restaurantes, bares, kioscos y comercios con góndolas rebosantes de alimentos y bebidas, al alcance de nuestra mano. En ese sentido, la industria ha logrado producir alimentos a gran escala, procesados y especialmente diseñados para el consumo, a tal punto que no siempre sabemos qué es lo que en verdad consumimos cada vez que comemos.

Mónica Katz nos introduce en el apasionante mundo de la alimentación y descompone en todas sus facetas el prisma de esa actividad humana. ¿Por qué nos gustan tanto ciertas comidas y por qué rechazamos otras? ¿Qué función cumplen los sentidos en la selección y el consumo? ¿Cómo utiliza la industria esos conocimientos? ¿Qué responsabilidad tiene el Estado en el control y la producción de alimentos? ¿Cuáles son beneficiosos para nuestro organismo, cuánto debemos consumir y cómo tenemos que hacerlo para lograr, sin recurrir a ninguna dieta, disfrutar de la comida y ganar en salud?

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Si quieres ayuda para "vencer" el sistema Americano de comida chatarra, este libro es para vos. Te ayuda a ver como las decisiones que tomamos con respect la comida, diariamente, son influenciadas por el marketing, mas que por nuestras verdaderas preferencias alimenticias, entro otras verdades. Lo recomiendo!!

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