

Sample Reviews for *Why You Eat What You Eat*

“Full of fascinating stories about the intersection of food, the choices we make and neuroscience.” --*Chicago Tribune*

“Fascinating and accessibly written. . . . Cover to cover, *Why You Eat What You Eat* offers new and interesting advice to encourage . . . a loving relationship with food.” — *Providence Journal*

“Herz takes the reader on an eyebrow raising journey through myth-busting experiments and intriguing moments in history, revealing unexpected study results and counterintuitive factoids along the way.”—*Future Science*

“One of Herz's major strengths is her skill at creating catchy phrasing to convey complicated scientific theories and experiments.” — *Kirkus Reviews*

“Herz . . . delivers on her promise to explain human eating habits in this research-based work on neurogastronomy. . . . Herz's book illuminates Western eating habits and offers some ways that both individuals and wider society might change in order to make Westerners eat more sanely.” — *Publishers Weekly*

“A fun and compelling book that touches upon several subjects. Recommended for a variety of readers including those interested in food science, marketing, nutrition, and psychology.” — *Library Journal*

“[Herz] has produced that rare thing: a book that can make your dinner taste better.” — *South China Morning Post*

“A *Freakonomics* for the foodie generation.” — *Essential Daily Briefing*

“Explains the myriad of factors that guide and affect our eating habits. You'll learn about cravings, surprising triggers, startling facts, and more.”— *Bustle*

“Herz's book illuminates Western eating habits and offers some ways that both individuals and wider society might change in order to make Westerners eat more sanely.” —*Publishers Weekly*

“In this factual feast, neuroscientist Rachel Herz probes humanity’s fiendishly complex relationship with food.”— *Nature*

“Fascinating and provocative. . . . Herz lays out a smorgasbord of food-centric findings that are, by turns, familiar, instructive, and surprising.”— *Portland Press Herald*

“Rachel Herz deftly and charmingly explains the latest science on the mysteries and paradoxes of [eating, an] eternally fascinating human pastime.” —Steven Pinker author of *How the Mind Works* and *The Better Angels of Our Nature*

“[I]f you're like the 99% of the world, simply fascinated by food, by taste, by shopping, and by life, read this for one of the best, most enjoyable reads of your life. I did.”—Howard Moskowitz, President, *Mind Genomics Associates*

“Rachel Herz . . . reveals how our minds and emotions influence taste, and vice versa, helping explain why there is such a thing as bacon-scented underwear, why grapefruit aroma suppresses appetite and why loud noise enhances tomato flavor. Your plate, and your skivvies, may never look the same.” — Florence Williams, author of *The Nature Fix*

“Continuously fascinating . . . Rachel Herz sets new standards in helping readers deal with the vast range of problems that beset our eating habits.” — Gordon Shepherd, author of *Neurogastronomy*

“This engaging and accessible account by a leading neuroscientist has something for everyone.” — Rachel Laudan, author of *Cuisine and Empire*

“There are so many reasons, besides being hungry, that we eat the food we do. Rachel Herz writes clearly and evocatively about the science behind these choices, ones dictated by all of our senses.” — Molly Birnbaum, author of *Season to Taste*

“More than any other book on food, Herz’s book makes the neuroscience of taste accessible and interesting to science-newbies. Anyone devoted to food will enjoy the book and appreciate their senses more after reading it.” — Aradhna Krishna, author of *Customer Sense*