

<<美国的肥胖经济 The Fattening of America>>

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内容概要

In *The Fattening of America*, renowned health economist Eric Finkelstein, along with business writer Laurie Zuckerman, reveal how the U.S. economy has become the driving force behind our expanding waistlines. Blending theory, research, and engaging personal anecdotes the authors discuss how declining food costs—especially for high-calorie, low-nutrient foods—and an increasing usage of technology, which make Americans more sedentary, has essentially led us to eat more calories than we burn off.

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书籍目录

Introduction: Answering the Age-Old Question: Why Is Uncle Al So Fat? Chapter 1 Craze or Crisis? So Why Now? My Soccer Team Eats Oranges So How about Adults? Are We Gaining, Too? A Growing Waistline Can Be Bad for Your Health But Are We the Only Ones Gaining Weight? The Longer You Stay, the Bigger You Get Chapter 2 I ' ll Take a Deep-Fried Coca-Cola First Things First Cheap Food Gets Cheaper The Rise of French-Fried Potatoes Please Pass the High-Fructose Corn Syrup A Full Pound of Sausage, Bacon, and Ham: Have a Meaty Morning Too Much of a Good Thing Kids Are Also Drinking the Kool-Aid When Is Enough Enough? Chapter 3 Why We ' re Moving Less (Hint: It ' s Not Just the La-Z-Boy) But I Don ' t Have Time! Not Quite the Jetsons, But Just Be a Marathon Runner We ' re Not Farmers Anymore Sprawling Out Our Kids Are Also Slowing Down Wrapping It Up Chapter 4 So Where Else Can We Lay the Blame? Blame Mom and Dad Then Just Blame Mom (You Know You Will Anyway) Blame the Meds Blame the Cigs (One More Theory Goes Up in Smoke) Blame the All-Nighter Blame the Air Conditioner (Not Cool) Blame Pollution (It ' s a Dirty Business) Blame That Nasty " Fat Bug " It ' s the Economy, Stupid Chapter 5 Beware: Moral Hazard Just Bill My Health Insurance Is Obesity as Bad as It Used to Be? Just Take a Pill or Get a Procedure Chapter 6 So We ' re Fat—Who Cares? Is Uncle Al Overweight? C ' mon Now, We ' re Only Utility Maximizing Now, Let ' s Tear This Argument Apart (and Put It Back Together) So Should Dad (and the Government) Care that Uncle Al Is Obese? Just Follow the Money Chapter 7 The Role of Government Market Failures Externalities Market Power Public Goods Obesity and National Defense Imperfect (Asymmetric) Information Is There a Role for Government? Chapter 8 Weighing the Public Policy Issues (for Adults) Equity Irrationality Compelling Public Need Revisiting Past Policy The Road Ahead Summing Up Chapter 9 Weighing the Public Policy Issues (for Kids) First, a Step Back Child Abuse? School-Based Regulations Your Mouth Will Really Groove In Closing Chapter 10 The Employer ' s Dilemma Why Don ' t Businesses Invest More in the Health of Their Workforce? The Dirty Secret about Employee Wellness Programs So What ' s an Employer to Do? Could These Programs Get Me in Legal Hot Water? Chapter 11 The ObesEconomy Just How Big Is the Weight-Loss Industry? Just Take a Pill Bigger and Better Invest in New Technology In the Name of Progress Chapter 12 How to Lose Weight Like an Economist Economic Weight-Loss Techniques A Few More Secrets to Success Conclusion Notes About the Authors Index

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