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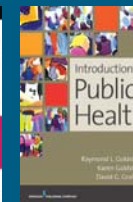
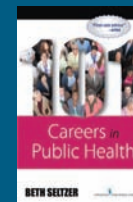
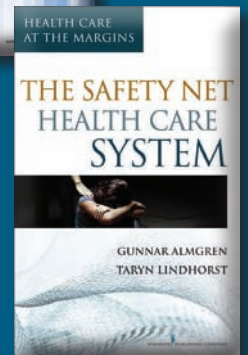
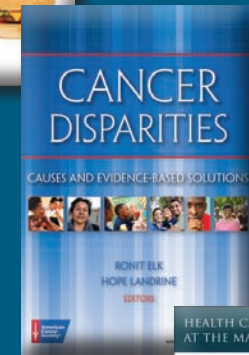
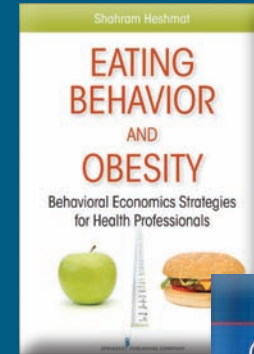
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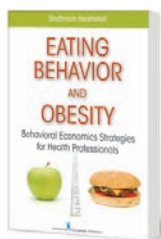
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## Eating Behavior and Obesity

*Behavioral Economics Strategies for Health Professionals*

Shahram Heshmat, PhD

Obesity is one of the most pressing health issues affecting our country. This unique volume is the first to apply behavioral economics—the integration

of psychological and economic knowledge—to the study of eating behavior. The text demonstrates how this discipline can be used to understand why it so difficult for individuals to control their eating habits, and helps readers use this knowledge to create and improve public health nutrition programs and policies.

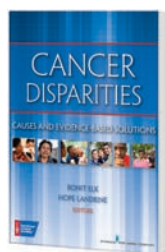
The text examines dietary choices and obesity through a multidisciplinary lens of biological, psychological, and social factors, and draws from the disciplines of behavioral economics, nutrition, public health, and health promotion. Based on the premise that humans are hardwired to make judgment errors and need a “nudge” to make decisions in their best interests, the book argues that increasing consumer well-being requires changing an individual's personal environment. It describes the power of irrational forces that compete with sensible judgment in regard to food choices, and provides strategies for improving decisions and health habits. Highly accessible, the text will be of interest to students, professors, and practitioners in nutrition-related health programs, as well as to public health policy makers.

### Key Features:

- Assesses the social determinants that affect nutrition choices, including food availability, nutrition education, income, culture, and other key factors
- Demonstrates how flawed decisions and self-control difficulties can affect eating behavior
- Provides a valuable framework for improving public health through understanding and changing the way individuals make food decisions
- Explains the link between obesity rates and economics of food choice (fast food, food marketing, and social factors)
- Provides strategies and tools to help people improve their decision-making and health habits

June-2011 | 356 pp | Softcover | 978-0-8261-0621-6 | \$65.00

**Available Now!**



## Cancer Disparities

*Causes and Evidence-Based Solutions*

American Cancer Society

Ronit Elk, PhD

Hope Landrine, PhD, Editors

Cancer is not randomly distributed in the United States. Its incidence varies by race, ethnicity, socioeconomic status, and other

geographic and demographic factors. This volume is the first to examine the biological, racial, and socioeconomic factors that influence cancer incidence and survival and presents 15 previously unpublished, evidence-based interventions that can be used to reduce and eliminate cancer disparities.

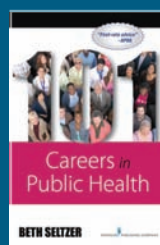
The book explains the nature, scope, and causes of cancer disparities across different populations and then presents unique programs proven to reduce such inequalities in the areas of cancer prevention, screening and early detection, treatment, and survivorship. They represent a variety of cancers, populations, and communities across the U.S. Descriptions of each intervention include tests of effectiveness and are written in sufficient detail for readers to replicate them within their own communities.

### Key Features:

- Offers an in-depth look at the latest research behind cancer disparities
- Written by highly respected and published cancer researchers
- Includes 15 never-before published, evidence-based interventions that readers can replicate

October-2011 | 568 pp | Softcover | 978-0-8261-0882-1 | \$75.00

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## 101 Careers in Public Health

Beth Seltzer, MD, MPH

September-2010 | 256 pp | Softcover

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## The Safety Net Health Care System

*Health Care at the Margins*

Gunnar Almgren, MSW, PhD

Taryn Lindhorst, MSW, PhD

A unique and authoritative guide to the U.S. safety net health care system, this

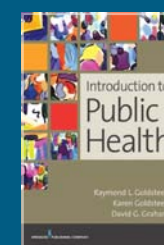
book addresses how this system deals with and impacts various populations and their difficult health and socio-economic issues. Drs. Gunnar Almgren and Taryn Lindhorst, experts in the fields of social work and public health, provide critical, much-needed insight into the safety net system and how the recession, unemployment, and reform have accelerated its growth.

**Ideal for graduate students and early professionals in the health professions, this textbook:**

- Includes narratives from patients and caregivers that will help readers understand and empathize with the poor, homeless, and other vulnerable populations affected by the safety net system
- Discusses various health issues, including: violence, chronic diseases, mental illness, victimization, and substance abuse/addiction
- Examines overlaps in U.S. public health, social work, nursing, and medical education
- Analyzes the differences between the populations that depend on safety net system providers and more advantaged populations that have access to the mainstream health care system

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Raymond L. Goldsteen, DrPH

Karen Goldsteen, PhD, MPH

David Graham, MD, MPH, FACPMC

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