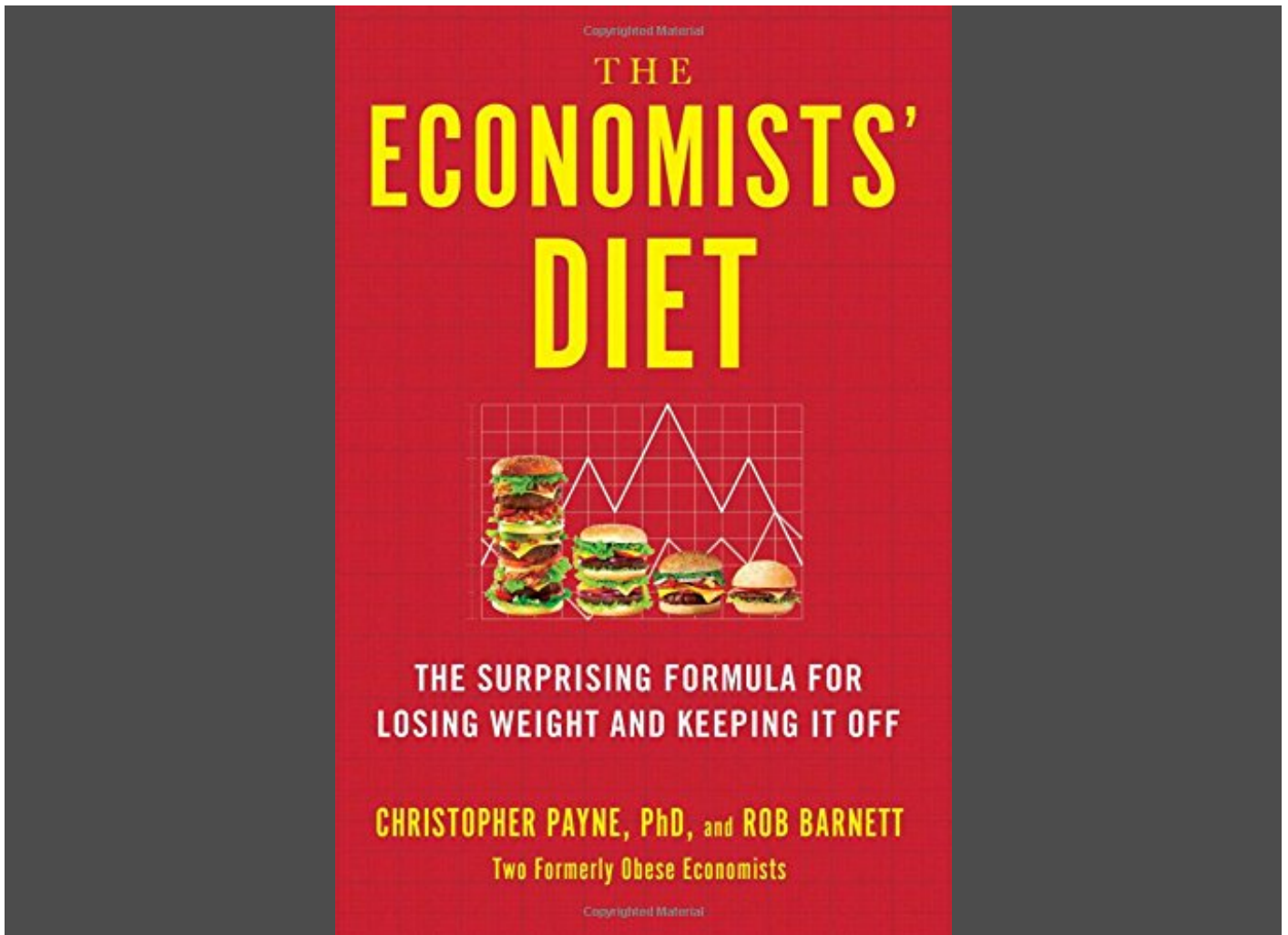


PDF | The Economists' Diet: The Surprising Formula for Losing Weight and Keeping It Off

by Christopher Payne Ph.D. and Rob Barnett



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Combining the authors' personal weight-loss stories with their passion for economics, this bold new behavioral approach to dieting recommends micro habits and meta-rules that will enable dieters to control their impulses to overeat, approach food in a healthier way, and lose weight once and for all.

Chris Payne and Rob Barnett are two formerly obese economists who met while working at Bloomberg. They faced the same obstacles to healthy living that so many others face today: long hours, endless stress, constant eating out, and snacking out of boredom. When they finally decided to do something about it, they lost weight by applying what they know best—economics—to their waistlines.

The Economists' Diet outlines a straightforward, sustainable path for changing your eating habits. By combining economic principles, real-world data, and their own personal experiences, this guide teaches you how to control your impulses to overeat and learn how to approach food in a healthier way. Payne and Barnett provide simple solutions that you can use to achieve lasting results, without extreme dieting or giving up your favorite foods. By applying economic concepts, such as supply and demand, budgeting, and abundance, *The Economists' Diet* is a unique and effective way to lose weight—and successfully keep it off.



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