



# Eat This, Not That! 2013: The No-Diet Weight Loss Solution

By David Zinczenko, Matt Goulding

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With an angry food industry hot on their heels and a ravenous fan base clamoring for more, Zinczenko and Goulding once again redefine the American food landscape.

Featuring up-to-the-minute information on the ever-changing array of supermarket and restaurant offerings, *Eat This, Not That! 2012* reveals the shocking calorie counts, mind-bending sugar and fat loads, and deceptive advertising and marketing techniques that are making America fat?and gives readers the information they need to fight back.

Packed with cool tips, industry secrets, and essential nutrition knowledge, *Eat This, Not That! 2012* is a must-have for anyone who cares about what they eat?and how they look.

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### **Editorial Review**

#### About the Author

DAVID ZINCZENKO is the editor-in-chief of *Men's Health* magazine and the author of *New York Times* bestsellers *The Abs Diet*, *The Abs Diet for Women*, and *Cook This, Not That!* He splits his time between New York City and Allentown, PA.

MATT GOULDING is a contributing food and nutrition editor of *Men's Health* and former professional chef. He lives in North Carolina.

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