



Pleasure Trap, the: Mastering the Hidden Force that Undermines Health and Happiness

By Douglas J. Lisle

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The authors offer unique insights into the factors that make us susceptible to dietary and lifestyle excesses, and present ways to restore the biological processes designed by nature to keep us running at maximum efficiency and vitality.

A wake-up call to even the most health conscious people, The Pleasure Trap boldly challenges conventional wisdom about sickness and unhappiness in today's contemporary culture, and offers groundbreaking solutions for achieving change. Authors Douglas Lisle, Ph.D., and Alan Goldhamer, D.C., provide a fascinating new perspective on how modern life can turn so many smart, savvy people into the unwitting saboteurs of their own well-being.

Inspired by stunning original research, comprehensive clinical studies, and their successes with thousands of patients, the authors construct a new paradigm for the psychology of health, offering fresh hope for anyone stuck in a self-destructive rut. Integrating principals of evolutionary biology with trailblazing, proactive strategies for well

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Editorial Review

Review

"A must read for anyone interested in making healthier choices."

From the Inside Flap

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Inspired by stunning original research, comprehensive clinical studies, and their successes with thousands of patients, the authors construct a new paradigm for the psychology of health, offering fresh hope for anyone stuck in a self-destructive rut. Integrating principals of evolutionary biology with trailblazing, proactive strategies for wellness, they argue that people who are chronically overweight, sick and ailing, or junk food junkies aren't that way because they're lazy, undisciplined, or stuck with bad genes. The authors reveal that most are victims of a dilemma that harkens back to our prehistoric past-"the Pleasure Trap."

Drs. Lisle and Goldhamer then call upon their clinical experience, scientific investigations, and a recent revoution of understanding in human motivational psychology to provide you with solutions for the challenges of keeping on a healthful course-and how to make the most of your life.

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From reader reviews:

David Anthony:

Do you have favorite book? If you have, what is your favorite's book? E-book is very important thing for us to know everything in the world. Each book has different aim or even goal; it means that reserve has different type. Some people really feel enjoy to spend their the perfect time to read a book. They may be reading whatever they have because their hobby is definitely reading a book. Why not the person who don't like reading through a book? Sometime, particular person feel need book once they found difficult problem or maybe exercise. Well, probably you will want this *Pleasure Trap, the: Mastering the Hidden Force that Undermines Health and Happiness*.

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Kristy Moore:

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