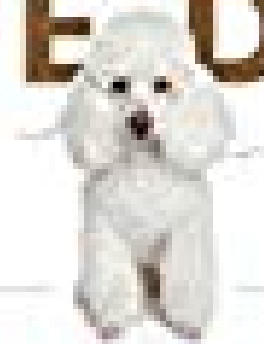


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Foreword by **JOHN ROBBINS**, author of *The Food Revolution*

WHY WE LOVE DOGS



EAT PIGS



AND WEAR COWS



AN INTRODUCTION TO **CARNISM**

Melanie Joy, PhD

INCLUDES BOOK GROUP DISCUSSION GUIDE

Melanie Joy PhD and

Why We Love Dogs, Eat Pigs, and Wear Cows: An Introduction to Carnism



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In this paperback edition is a foreword by activist and author John Robbins and a reader's group study information. Controversial and demanding, this book will change the way you think about food forever. Social psychologist Melanie Pleasure explores the many ways we numb ourselves and disconnect from our natural empathy for farmed pets. In *Why We Like Canines, Eat Pigs, and Use Cows* Pleasure investigates factory farming, exposing how cruelly the pets are treated, the hazards that meatpacking workers encounter, and environmentally friendly impact of raising 10 billion animals for food every year. She coins the word "carnism" to spell it out the belief system that has conditioned us to consume certain animals rather than others. This ground-breaking work, voted among the top ten books of 2010 by VegNews Magazine, offers an absorbing look at why and how human beings can so wholeheartedly devote ourselves to particular animals and then allow others to suffer needlessly, specifically those slaughtered for our usage.



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Even someone who functions in the agribusiness would find this interesting.! Eating animals is an option, not a necessity, but almost every restaurant entree is meat: chicken, pork, beef, or mutton.Strange that we care so intensely in regards to a few who share our home, but the vast majority of food pets are beaten, thrown, shocked, or ignored because they suffer through the assembly line after their miserable short lives. The book points out the lack of feelings of the workers in the feed plenty, chicken sheds, and farrowing pens ; how they become numb to the struggling they are a part of. Intellectually Deconstructing Cruel DIET PLAN “Why We Love Dogs, Eat Pigs, and Use Cows: An Intro to Carnism” by Dr. Melanie Joy is an intellectual assault on carnism – why people believe that it is okay to consume some species of pets and not others. The book opens up with a scenario where someone is given stew and then told that the meat in it is constructed of Golden Retriever.I was raised within an environment where my entire family ate meat. The Human Brain - Are we Human being KIND or . For the last decade, I have been skirting around vegetarianism and have decided that a vegan lifestyle is the only cruelty-free strategy to use. When so many alternatives to meats and dairy are available on the market now, I don't realize why a thoughtful, considerate person wouldn't normally opt for this path instead of one where cruelty may be the staple. I also understand that one's family and circle of close friends should care even more about the one's happiness then how convenient and easy it really is to feed that person.Dr. This is essential read for everyone. I've been working on going vegan for some time now which book only confirmed my reasoning. In this book, for example, I learned that 19,011 pets die every minute in the usa for food consumption, which is not including the pets dwelling in water. This compatible 10 billion animals per year. After reading this I rarely eat meat now it got a big effect on me. her website "carnism.Ought to be a Movie Since we have become thus disconnected from the life span of the animals we eat, and the industry has become so obsessed with income over welfare, books such as this have become necessary to shake us out of our malaise.Many thanks Dr. Joy for such an excellent solid book. A emotional approach and evaluation with a lot of concrete types of ways we human beings deceive ourselves into considering it alright (even normal, natural and necessary) to consume dead pets and milk and eggs stolen from cows and chickens. just like the Omnivore's Dilemma I've read the majority of the popular books on the meals industry and vegetarianism, just like the Omnivore's Problem, Fast Food Nation, and Pet Liberation. This publication is the best I've read at integrating stances and offering logical arguments. It can lean more towards academia, but this increases the book, it doesn't eliminate from it as some evaluations have said. Not only does she describe the pet cruelty of factory farming but also discusses the political and economical sides of the meats and dairy industry. If everyone in the world was given this book, and only 1 person read and comprehended the content, than we would currently be headed in an improved direction. Not only is Joy's content material insightful, compelling and thought provoking, she presents her material in a concise and easily digestible manner that every author should attempt to emulate.The planet should thank Dr. It was just as relevant to me as to someone who is new to these ideas and concepts. That needless to say, is if the reader feels up to the arduous and uphill fight that they can most definitely face.In the end however, while everyone who reads this book certainly will not be on the picket lines of the nearest animal rights' protest, I love to (perhaps optimistically) believe they'll at least occasionally select a veggie burger instead. Game Changer Insightful, to the idea, thought-provoking, powerful, while remaining friendly and totally unjudgemental. The publication explains how exactly we have come to simply accept things as regular and acceptable, because we have hardly been given a chance to consider these issues independently.Once you browse the reserve, you cannot un-find out what you've learned from it..Go through it with an open mind and allow ideas sink in, believe them over and allow yourself to reconsider things you took pertaining to granted.By coining the term "carnism," Joy gives the animal rights' movement exactly what it requirements: A term by which to label the violent ideology where we live. Joy for this book! I am aware how difficult it is to take a stand in midstream when a variety of family

members customs and celebrations concerning meals are firmly ingrained. It ignites a way of thinking that can lead to a meaningful, permanent lifestyle change. it's not and this book holds a glaring mirror up to your mind contortions to make true what is neither true nor acceptable..Human Blind? An extremely well thought-out appear at how some human beings justify their intake of meat, dairy and eggs and the violence and suffering this does cause our sister/brother animal kin. Also, in case you are simply curious why people make conscious choices to improve their eating habits, that is also a good read.org" is definitely a helpful tie-in aswell. Five Stars A MUST READ1 Five Stars Really fantastic book! I'd certainly recommend this to others.. This book will open your brain Great information about what humans have been conditioned to do for so long Kelsey An important read Required Reading An important reserve that really put into words so many thoughts and feelings I've had over twenty years of being a vegetarian. She exemplifies precisely how powerful language is often as a weapon, and even provides actionable methods for the reader to utilize this weapon to change the world. I believe it speaks to all of us about the unspoken truths that are being held from view and it's really about time someone discusses these issues in a measured and philosophical argument. I place this reserve next to Pet Liberation and i appreciate and respect the writer for speaking to my soul with this book. Make sure you read it and work now. Very informative and important read! Dr Pleasure is an excellent speaker and author. She does not simply appeal to feelings to get her stage across. A critical examine for anybody and everyone. If you're considering ditching meat, I extremely suggest this book. One Star Yikes. Insightful read about how bad the conditions are for the pets we eat Insightful read about how lousy the conditions are for the animals we eat.In case you are wondering why you may view an animal who resides in your house differently than person who lives on a farm, this is a great reserve so that you can read. it's an easy, quick read, very clear and concise. We have to know that the blood, guts and gore of the slaughterhouses and the cruelty of the managing and transportation of animals are a prelude to the shiny plastic-wrapped cuts we see in the supermarket coolers. So glad I read this book! Pleasure's illustrations are well constructed.



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