



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

By Melanie Joy PhD

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In this paperback edition is a foreword by activist and author John Robbins and a reader's group study guide. This ground-breaking work, voted one of the top ten books of 2010 by *VegNews* Magazine, offers an absorbing look at why and how humans can so wholeheartedly devote ourselves to certain animals and then allow others to suffer needlessly, especially those slaughtered for our consumption.

Social psychologist Melanie Joy explores the many ways we numb ourselves and disconnect from our natural empathy for farmed animals. She coins the term "carnism" to describe the belief system that has conditioned us to eat certain animals and not others.

In *Why We Love Dogs, Eat Pigs, and Wear Cows* Joy investigates factory farming, exposing how cruelly the animals are treated, the hazards that meatpacking workers face, and the environmental impact of raising 10 billion animals for food each year. Controversial and challenging, this book will change the way you think about food forever.

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Editorial Review

From Publishers Weekly

Despite a penchant for melodrama, Joy (*Strategic Action for Animals*) offers an absorbing examination of why humans feel affection and compassion for certain animals but are callous to the suffering of others—especially those slaughtered for our consumption. She takes Eric Schlosser, Michael Pollan, and Jonathan Safran Foer's well-trod route and investigates factory farming, exposing how cruelly the animals are treated, the hazards that meatpacking workers face, and the environmental impact of raising 10 billion animals for food each year. She uses her factory farm-to-table narrative to buttress her real thesis: meat-eating or carnism, is an oppressive ideology as noxious as racism. Joy casts meat eating as genocide, comparable to the Holocaust, and factory farming on a par with the American enslavement of Africans. She might lose some readers in her zealotry, but there is great value in her contention that all systems of oppression depend on our ability to dissociate or find elaborate rationalizations to keep from recognizing the suffering of a socially sanctioned inferior. (Jan.)

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Review

"An absorbing examination of why humans feel affection and compassion for certain animals but are callous to the suffering of others." --*Publishers Weekly*

"I think Gandhi would have loved *Why We Love Dogs, Eat Pigs, and Wear Cows*. For this is a book that can change the way you think and change the way you live. It will lead you from denial to awareness, from passivity to action, and from resignation to hope." --John Robbins, author of *Diet for a New America* and *The Food Revolution*

"An altogether remarkable book that could transform the way society feels about eating animals." --Jeffrey Moussaieff Masson, author of *The Face on Your Plate*

"A thoughtful book full of substance and style. It should be required reading for anyone interested in what we eat and why." --Kathy Freston, author of the *New York Times* bestselling *Veganist* and *Quantum Wellness*

About the Author

Melanie Joy, Ph.D. is a social psychologist and professor of psychology and sociology at the University of Massachusetts, Boston. She is the author of the activist handbook *Strategic Action for Animals: Handbook on Strategic Movement Building, Organizing, and Activism for Animal Liberation*. Website: www.melaniejoy.org and www.carnism.com

John Robbins is the author of the bestselling *The Food Revolution* and *Diet for a New America*.

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Clifford Walsh:

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