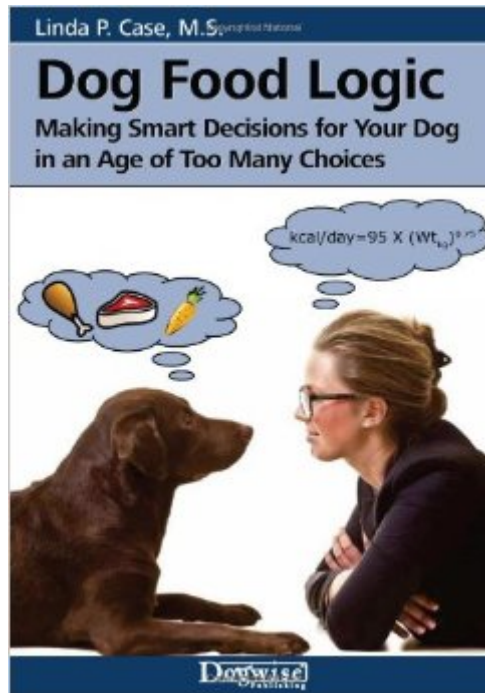


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Dog Food Logic: Making Smart Decisions For Your Dog In An Age Of Too Many Choices



Synopsis

Choosing the right dog food in a world with too many choices Walking down the dog food aisle in a pet supply superstore can present you with an overwhelming number of choices. Reading about dog food on the internet can make your head spin with so many opinions and stories. And judging the content that you find on dog food packaging can be confusing and misleading. How can the average dog owner make an informed choice in accordance with her dog's age, size and condition? In her latest book, author Linda Case describes how to make logical, evidence-based decisions for what to feed your dog amid all the options available. You will learn How pet food marketers appeal to your emotions to persuade you to buy a particular type of dog food. To distinguish between scientific, evidence-based information and the anecdotal evidence which is so pervasive and often misleading in the dog food arena. Is there a scientific basis for dog foods designed specifically for puppies, senior dogs, canine athletes even various breeds of dogs? How to read and evaluate all of the material included on a typical package of dog food from the ingredients and label claims (Natural, Anti-Oxidant, Low Fat), to the Nutrient Analysis and Nutritional Adequacy statements.

Book Information

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Customer Reviews

Dog Food Logic is an indispensable book for any pet owner who wants to make thoughtful, informed decisions about what to feed his or her canine companions. The dog food industry is a bewildering, ever-changing landscape of companies and brands, and dog owners are inundated with marketing masquerading as science, with rigid advice from self-declared experts, and with fads every bit as

intense and short-lived as those in the human weight loss business. Dog Food Logic cuts through the noise and chaos and provides pet owners with a rational, science-based approach to evaluating their pets' dietary needs and their feeding choices. Rather than simply telling dog owners what food to buy, Dog Food Logic provides a concise and comprehensible guide to the three main subjects we must understand in order to make sound feeding choices: the science of canine nutrition, the nature of the dog food industry, and the pitfalls in our own ways of thinking that make us susceptible to marketing hype and irrational decisions. Rather than trying to tell us what to feed, Ms. Case empowers dog owners to make choices consistent with the needs of our individual pets and our own values. In Dog Food Logic, the author displays a deep understanding of not only the science of nutrition but of the human-animal bond. Feeding our pets is more than providing them with essential nutrients. It is an expression of love and one of the most enjoyable shared experiences between pet and owner. Ms. Case understands that the emotional nature of feeding our animal companions must be appreciated and nurtured, but that it can also make us vulnerable to manipulation. Advertising and advice about what to feed our pets often plays on our anxieties about their health and happiness and our desire to do everything possible to ensure a long and healthy life for our dogs. Ms. Case is able to help us see through such manipulative marketing and make sound feeding decisions based on science while still respecting the role of feeding in the deep bond between owners and our pets. As a veterinarian, a scientist, and a dog owner, I have waited a long time for a book like Dog Food Logic, one which I can enthusiastically recommend to my clients and colleagues. After reading Dog Food Logic, you will of course have a deeper understanding of canine nutrition, the pet food industry, and how to make good choices about feeding your pet. But you will also have a greater understanding of yourself as a pet owner and a consumer.

Understanding how we make choices, and how those choices can be influenced by the quirks of our own thought processes and by the manipulative power of marketing, enables us to make better decisions about all aspects of our pets' care. If we apply the same critical thinking and evidence-based approach to behavior and training, veterinary care, and all the other decisions we make as pet owners, we will be better caretakers with happier, healthier pets. Brennen McKenzie, MA, VMD President, Evidence-Based Veterinary Medicine Association Author of SceptVet Blog

I found the book useful in many ways even beyond her examination of a dog's nutritional requirements and the overwhelming choices offered in dog food today. She does not, at the end of the book, tell you what food to buy your dog, but takes you through a decision making process that can help you narrow down your choices to those that might work best for your dog. Additionally, her

discussion of scientific method (it's not dull reading, really!) also helps you evaluate other claims regarding what is best for a dog- supplements, chiropractic care, cancer treatment, whatever the issue might be. Is the information you're being given based upon sound scientific examination or is it strictly based upon anecdotal or testimonial information without examination of whether it holds up to scientific study? While she does not address these other topics, you can take the information provided and examine other claims for yourself. The book was written clearly and enjoyable to read. I'd recommend it to anyone dedicated to examining what you're feeding your dogs and making informed choices.

As a veterinarian, I spend considerable time trying to explain the common internet misconceptions concerning dog food. I believe this book covers most of the common misunderstandings and seeks to empower the dog owner. I recommend this book for anyone trying to improve their knowledge and understanding of dog food.

I do a lot of research myself on dog foods and I work in the marketing department of a pet supply retailer and I learned some things I didn't know. Some of her comparisons which are used just for illustration were very interesting and really drove home how unregulated a lot of the marketing claims are in this industry. I will continue to be a label reader!

At last a book about dog food that is unbiased and thorough. This book is a must read for anyone who is interested in dog nutrition. The only problem is that it is now going to take me a very long time to look into what I currently feed, and an even longer time to possibly choose a new food, as there is so much to consider from this book. I think for your average pet owner this book may be a little too detailed, but then if you want someone to simply tell you what to feed your dog without any scientific evidence to support it there are already plenty of books like that on the market.

Dog Food Logic: A superb book. Confirmed my suspicions, enlightened my ignorance and entertained me too. A wonderfully readable book. The only part I found missing, was sugar content in treats/kibble coating. I understand that the WHO has at last agreed to differentiate complex carbohydrates from sugars and hope dog food manufacturers will follow? Oh, hang on a moment. I am only going from anecdotal evidence. Do I know that sugar is in my dogs' treats? Thanks Linda. Will make some enquiries. Back to serious now. This book will help you think critically when choosing food and not be fooled by the Adverts.

Who would think that a book about dog food would be such an attention holder! Lots of good information presented in a very entertaining manner! Hats off to Linda Case for bringing such knowledge and insight to this important topic. If you own a dog and intend to feed it, you MUST read this book. I highly recommend it!

Excellent, solid, science-based advice. Linda will not tell you what food to feed your dog, but rather, how to make the best choice for what is right for your situation and animal. She gives you the tools to cut through all of the hype, marketing, false information that is floating out there (EVERYONE on the internet is an expert on dog food these days!!). It's not difficult to read either, i.e., she has a nice writing style and sense of humor. Highly recommended.

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