



# Weight Loss Boss: How to Finally Win at Losing-- and Take Charge in an Out-of-Control Food World

*David Kirchoff*

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David Kirchoff isn't just the President and CEO of Weight Watchers—he's also one of its biggest success stories. After a life-changing conversation with a doctor about how his escalating weight was threatening his health, Kirchoff embarked on a life-altering journey to lose weight and keep it off. In *Weight Loss Boss*, his personal and often hilarious narrative, he divulges his slide into full-fledged obesity and chronicles his struggle to manage his relationship with food and to find an exercise regimen that sticks. Drawing on the latest scientific research and inspiring personal stories of Weight Watchers members and others, Kirchoff makes the case that the only recipe for long-term success is to radically shift the way we think about weight maintenance. Reductive willpower-based and food-focused diets will never bring lasting change. He explains how to incorporate positive habits that become second nature, to rigorously manage one's food environment—and embrace practical behavior-change tools. In the light of a new, healthier lifestyle, change isn't a burden—it's a release.

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