



Sensory Evaluation Practices, Third Edition (Food Science and Technology)

Herbert Stone, Joel L. Sidel

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The enjoyment of products is closely related to the senses, and in the case of food - mainly taste, aroma and texture. Sensory evaluation is a dynamic field concentrating on the utilization of humans for the measurement of sensory perceptions and/or their effect on food and taste acceptance.

Since 1985 when the first edition of this book was published, there have been many changes in the field of sensory evaluation. **Sensory Evaluation Practices, Third Edition** provides a critical evaluation of all current developments in the field, recognizing the impact that the discipline has had within academic circles, in business, and the relationships between research developments and their applications. This new edition takes into consideration the impact of data processing systems, as well as the internet and its implications for the future of sensory evaluation.

*Appeals to sensory experts both in academia and business

*Discovered new optimization is based on integration of sensory descriptive and consumer research data

*New sensory information with imagery

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