



Sensory Evaluation Techniques

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Sensory Evaluation Techniques, 2nd Edition, is a basic text/reference that presents theory and applications of sensory evaluation methods with sufficient background material to understand the evaluation of sensory perception and actually perform sensory tests. Updated and revised from the 1st Edition, this edition represents the most current information available.

The book's "how to" description of sensory evaluation methods features both consumer research techniques, as well as more practical tests that are commonly used. The descriptions of the evaluation methods are accompanied by numerous practical examples of the techniques described. The book also contains complete instructions for the Spectrum™ method of descriptive analysis, as well as a relevant selection of those statistical techniques sensory analysts need (including examples illustrating the analysis of sensory tests). Instructors and students of sensory evaluation, as well as researchers and libraries in the production and marketing of foods, beverages, cosmetics, fragrances, textiles, and paper products will find this book to be invaluable.

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