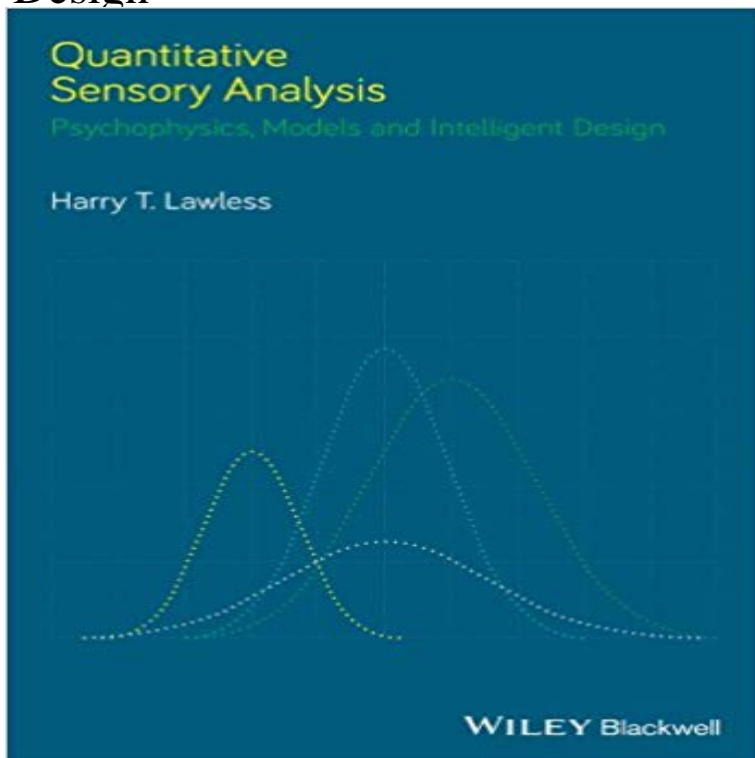


# Quantitative Sensory Analysis: Psychophysics, Models and Intelligent Design



Sensory evaluation is a scientific discipline used to evoke, measure, analyse and interpret responses to products perceived through the senses of sight, smell, touch, taste and hearing. It is used to reveal insights into the way in which sensory properties drive consumer acceptance and behaviour, and to design products that best deliver what the consumer wants. It is also used at a more fundamental level to provide a wider understanding of the mechanisms involved in sensory perception and consumer behaviour. Quantitative Sensory Analysis is an in-depth and unique treatment of the quantitative basis of sensory testing, enabling scientists in the food, cosmetics and personal care product industries to gain objective insights into consumer preference data vital for informed new product development. Written by a globally-recognised learner in the field, this book is suitable for industrial sensory evaluation practitioners, sensory scientists, advanced undergraduate and graduate students in sensory evaluation and sensometricians.

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