



## **Sensory Evaluation Practices, Fourth Edition (Food Science and Technology)**

*From Academic Press*



### **Sensory Evaluation Practices, Fourth Edition (Food Science and Technology) From Academic Press**

Understanding what the consumer wants and will accept are two of the most significant hurdles faced by anyone in new product development. Whether the concern is the proper mouth-feel of a potato chip, the sense of freshness" evoked by a chewing gum, or the weight and texture of a cosmetic, if the consumer doesn't find the product acceptable, it won't sell. Sensory evaluation testing is the process that establishes the consumer acceptability of a product. It can help identify issues before general production is begun and potentially bring to light issues that hadn't previously been considered a factor in the success of the project.

- Emphasizes the importance of a scientific sensory methodology used to measure and understand consumer perception
- Illustrates the importance of planning, managing, and communicating product sensory information in a way that is actionable to developers and marketers
- Presents demonstrated methods for test selection, application and measurement, and testing with the right consumer, including more typical usage environments
- Includes worked examples for interpreting and displaying results

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### Editorial Review

#### Review

"In recent years there has been an effort to more closely link a product's sensory experience more closely with imagery and market strategy on a global basis...These issues, along with topics such as measurement and human choice behaviour are explored, making it a timely resource for those working in product development." --**FST Magazine, May 2013**

"Previously published between 1985 and 2004, the reference for sensory professionals and textbook for students is updated again to keep abreast both of sensing technology and of widening applications, primarily in product development in food, beverages, and electronic devices. It covers organizing and operating a sensory evaluation program, measurement, test strategy and the design of experiments, discrimination testing, descriptive analysis, affective testing, and strategic applications. Academic Press is an imprint of Elsevier." --**Reference and Research Book News, October 2012**

#### About the Author

Herbert Stone, Ph.D. is Senior Advisor & Co-Founder of Tragon Corporation where he served as President from 1974-2008. A former Director of Stanford Research Institute's (SRI) Food & Agricultural Sciences Department, Dr. Stone was President of the Institute of Food Technologists (IFT) from 2004-2005. With a Ph.D. from U.C. Davis, he has lectured worldwide, is the author of over 150 publications, and holds six patents. Dr. Stone founded Tragon® in 1974 with Joel L. Sidel. Dr. Stone serves as the Scientific Editor for the Sensory and Quality Section of the Journal of Food Science. He also serves on the Univ. of Massachusetts and UC Davis advisory boards and also serves as Adjunct Professor, Fuzhou University and Visiting Professor, Southern Yangtze University. He chairs the Sensory Science Scholarship Fund. He is the 2010 recipient of the ASTM E18 Peryam Award for contributions to the science of sensory evaluation.

Rebecca Bleibaum is Vice President, Sensory and Consumer Insights of Tragon Corporation. A key member of Tragon since 1988, Bleibaum actively participates on Tragon's custom primary research team. In addition to her responsibilities at Tragon, Bleibaum is co-developer and instructor of the UC Davis Applied Sensory and Consumer Science Testing Certificate Program for Distance Learners. She is the current Chair for ASTM E-18 on Sensory Evaluation, past E-18 chair on Communication and Training, 2010 Society of Sensory Professionals Conference Chair, past Secretary of SSP, Professional member of IFT and the IFT Sensory and Consumer Sciences Division Bleibaum earned her B.S. from U.C. Davis and her M.A. in Physiological Psychology and Psychophysics from Washington University, specializing in Consumer Behavior.

Heather A. Thomas is Vice President, Research of Tragon Corporation. Thomas, a key member of Tragon since 1987, is responsible for Tragon's worldwide data analysis, specializing in product optimization techniques, segmentation research, experimental design, choice-based modeling, and advanced multivariate analysis techniques. Heather specializes in understanding consumer behavior through multivariate data integration of sensory, consumer, and instrumental measurement techniques to help guide product development and marketing groups. She is co-developer of the Tragon Maximizer, an interactive predictive tool of consumer perception based on design of experiments. She is also a trained Tragon QDA® panel moderator. Thomas received her B.S. in Food Science from U.C. Davis. She is co-author, with Stone and

Sidel, of Hitting the Target: Sensory and Product Optimization.

## Users Review

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Now a day those who Living in the era where everything reachable by talk with the internet and the resources inside can be true or not require people to be aware of each info they get. How individuals to be smart in having any information nowadays? Of course the answer is reading a book. Examining a book can help men and women out of this uncertainty Information specifically this Sensory Evaluation Practices, Fourth Edition (Food Science and Technology) book because book offers you rich information and knowledge. Of course the data in this book hundred per-cent guarantees there is no doubt in it everybody knows.

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