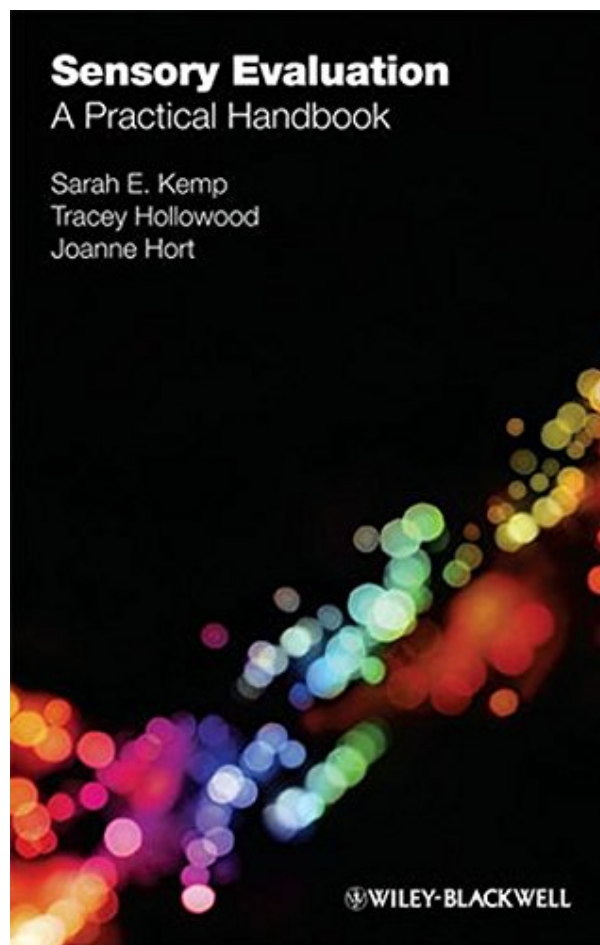


SENSORY EVALUATION: A PRACTICAL HANDBOOK BY SARAH KEMP, TRACEY HOLLOWOOD, JOANNE HORT



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Sensory Evaluation

A Practical Handbook

Sarah E. Kemp
Tracey Hollowood
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Review

"Guides industry or academic practitioners through the stages of testing a consumer's sensory experience of a commercial product." (Book News, December 2009)

From the Back Cover

Sensory testing in the food, cosmetic and household product industries is integral to the development and manufacture of products that consumers want to buy. A greater understanding of the benefits of sensory science has led to rapid development and growth in the profession over recent years, and the demand for more technical staff increases as the number and size of sensory departments continue to expand.

This book is a practical guide to sensory evaluation methods and techniques, explaining the suitability of different testing methods for different situations and offering step-by-step instructions on how to perform the various types of test. Covering a broad range of product applications including food, beverages, personal care and household products, the book is spiral bound to allow for easy reference in the testing environment.

The objectives of the book are

- to provide a practical guide and laboratory manual on how to carry out sensory evaluation techniques
- to reach sensory practitioners, as well as sensory scientists, by using a simple, easy-to-read, easy-to-use format
- to be affordable to a wide audience who would not ordinarily be able to afford to purchase standard sensory text books, including students, technicians and practitioners in developing countries
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The book is suitable as a training manual, reference text, teaching aid and course book. Key audiences include sensory practitioners, junior sensory staff, sensory students and sensory trainers.

Also available from Wiley-Blackwell

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H.R. Moskowitz, J.H. Beckley and A.V.A Resurreccion
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Flavor Perception
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About the Author

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