

Sensory Evaluation Techniques

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#1649827 in Books CRC Press 1991-07-05Original language:EnglishPDF # 1 10.50 x 7.50 x 1.00l, #File Name: 0849342805376 pages | File size: 36.Mb

Morten C. Meilgaard, B. Thomas Carr, Gail Vance Civille : Sensory Evaluation Techniques before purchasing it in order to gage whether or not it would be worth my time, and all praised Sensory Evaluation Techniques:

1 of 1 people found the following review helpful. Five StarsBy Carl IngallsA very thorough coverage of methods of quantifying sensory perception.3 of 3 people found the following review helpful. One of the best sensory text booksBy D. GardnerThis is one of the best sensory text books I've used through college and into my career. The value of this text is that it explains industry based sensory evaluations and provides sensory sheets and data pages that can be used for sensory projects. It may be missing some information on sensory theory, but its value is in how it can be applied to a practical setting.2 of 2 people found the following review helpful. Get an A+!By Kathryn M. FoxEven though I have never taken a sensory course before, this book allows me a greater understanding of the information without bogging me down with complicated terms and lofty prose. The book also has great example throughout. And with the great price, who wouldn't buy it here? I told my classmates about it, and they are getting it here as well. Thanks!

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.

"text presents an excellent overview of sensory evaluation techniques currently available for the assessment of the sensory quality of foods Overall a great text with noticeable improvements over the 2nd edition." --Jean-Francois Meullenet, University of Arkansas, reviewed in Textual Studies, Vol. 31, #3 "3rd Edition is still invigorating, clean-cut and even more authoritative than its predecessors 'user friendly' Essential information is given in a clear, concise way and as complete a way as is desirable to present crucial information." --John J Powers, Journal of Food Quality, Vol. 23 "very comprehensive newly published 3rd Edition, the authors have updated statistical theory, expanded descriptive lexicon related to the Spectrum method, cross-referenced other recently published texts in the field, and devoted discussion to relationships between sensory, instrumental and consumer data. The third edition is worth updating one's library, for a number of reasons including techniques to better understand data relationships (sensory-consumer, sensory-instrumental). --Food Technology "The book is highly recommended and will be useful to readers who are engaged in sensory evaluation. It will help in conducting various types of sensory investigations." -Barbara Wunderli, Swiss Federal Institute of Technology Zurich, Institute of Food Science, CH-8092 Zurich, Switzerland