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Titolo	The Apocryphon of Jannes and Jambres the magicians : P. Chester Beatty XVI (with new editions of Papyrus Vindobonensis greek inv. 29456 + 29828 verso and British Library Cotton Tiberius B. v f. 87) / edited with introduction, translation and commentary with full facsimile of all three texts by Albert Pietersma
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Autore	Dijksterhuis Garmt B
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Nota di contenuto	MULTIVARIATE DATA ANALYSIS IN SENSORY AND CONSUMER SCIENCE; Prologue and Acknowledgements; CONTENTS; Introduction to Part IV; 1 Introduction; 1.2 Sensory Science; 1.1 Research Question; 1.3 Sensory Research and Sensory Profiling Data; 1.4 Sensory Profiling; 1.5 Individual Differences; 1.6 Measurement Levels; 1.7 Sensory-Instrumental Relations; 1.8 Time-Intensity Data Analysis; 1.9 Data Analysis. Confirmation and Exploration; 1.10 Structure of the Book; PART I: INDIVIDUAL DIFFERENCES; Introduction to Part I; 2 Assessing Panel Consonance; 2.1 Introduction; 2.2 Data Structure; 2.3 Method 2.4 Examples2.5 Conclusion; 3 Interpreting Generalized Procrustes Analysis "Analysis of Variance" Tables; 3.1 Introduction; 3.2 Two Different Procrustes Methods; 3.3 Sums-of-squares in Generalized Procrustes Analysis; 3.4 Scaling the Total Variance; 3.5 Generalized Procrustes Analysis of a Conventional Profiling Experiment; 3.6 Generalized Procrustes Analysis of a Free Choice Profiling Experiment; 3.7 Conclusion; Concluding Remarks Part I; Introduction to Part II; 4 Multivariate Analysis of Coffee Images; 4.1 Introduction; 4.2 Data; 4.3

Methodology; 4.4 Analyses; 4.5 Conclusion  
5 Nonlinear Canonical Correlation Analysis of Multiway Data 5.1  
Introduction; 5.2 K-Sets Homogeneity Analysis; 5.3 K-Sets Canonical  
Correlation Analysis; 5.4 An Application of Overals to Multiway Data;  
5.5 Conclusion; 6 Nonlinear Generalised Canonical Analysis:  
Introduction and Application from Sensory Research; 6.1 Introduction;  
6.2 Generalised Canonical Analysis; 6.3 Nonlinear Generalised  
Canonical Analysis; 6.4 Application from Sensory Research; 6.5 Results;  
6.6 Conclusion; Concluding Remarks Part II; PART III: SENSORY-  
INSTRUMENTAL RELATIONS; Introduction to Part I 11  
7 An Application of Nonlinear Redundancy Analysis 7.1 Introduction;  
7.2 Redundancy Analysis; 7.3 Optimal Scaling; 7.4 Apple Data; 7.5  
Results For Cox Apples; 7.6 Results For Elstar; 7.7 Conclusion; 8 An  
Application of Nonlinear Redundancy Analysis and Canonical  
Correlation Analysis; 8.1 Introduction; 8.2 Techniques; 8.3 Description  
of the Data; 8.4 REDUNDALS Results; 8.5 CANALS Results; 8.6  
Conclusions; 9 Procrustes Analysis in Studying Sensory-Instrumental  
Relations; 9.1 Introduction; 9.2 Data; 9.3 Procrustes Analysis; 9.4 A  
First Look at the Data: PCA  
9.5 Matching the Sensory and Instrumental Data Sets 9.6 Conclusion;  
Concluding Remarks Part I 11; PART IV: TIME-INTENSITY DATA  
ANALYSIS; 10 Principal Component Analysis of Time-Intensity  
Bitterness Curves; 10.1 Introduction; 10.2 Data; 10.3 Principal Curves;  
10.4 Non-Centered PCA; 10.5 Further Considerations; 11 Principal  
Component Analysis of Time-Intensity Curves: Three Methods  
Compared; 11.1 Introduction; 11.2 Method; 11.3 Principal Curve  
Analysis; 11.4 Non-Centered Principal Curves; 11.5 Covariance  
Principal Curves; 11.6 Correlation Principal Curves; 11.7 Conclusion  
12 Matching the Shape of Time-Intensity Curves

#### Sommario/riassunto

This book is an outgrowth of research done by Dr. Gert Dijsterhuis for his doctoral thesis at the University of Leiden. However, there are also contributions by several other authors, as well, including Eeke van der Burg, John Gower, Pieter Punter, Els van den Broek, and Margo Flipsen. This book discusses the use of Multivariate Data Analysis to solve problems in sensory and consumer research. More specifically the focus is on the analysis of the reactions to certain characteristics of food products, which are in the form of scores given to attributes perceived in the food stimuli; the