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Nota di contenuto	Front Cover; Contents; Preface; Acknowledgments; Editors; Contributors; Chapter 1: Introduction; Chapter 2: Classical Descriptive Analysis; Chapter 3: Introduction to Multivariate Statistical Techniques for Sensory Characterization; Chapter 4: Ideal Profiling; Chapter 5: Use of Just-About-Right Scales in Consumer Research; Chapter 6: Free-Choice Profile Combined with Repertory Grid Method; Chapter 7: Flash Profile; Chapter 8: Free Sorting Task; Chapter 9: Projective Mapping and Napping; Chapter 10: Polarized Sensory Positioning Methodologies; Chapter 11: Check-All-That-Apply Questions Chapter 12: Open-Ended QuestionsChapter 13: Dynamic Sensory Descriptive Methodologies : Time-Intensity and Temporal Dominance of Sensations; Chapter 14: Comparison of Novel Methodologies for Sensory Characterization; Back Cover
Sommario/riassunto	Sensory characterization is one of the most powerful, sophisticated and

extensively applied tools in sensory science. This book focuses on sensory characterization of food and non-food products, providing an overview of classical and novel alternative methodologies. A complete description of the methodologies would be provided. Each description would be accompanied by detailed information for their implementation, discussion of examples of applications and case-studies. The implementation of the majority of the methodologies would be performed in the statistical free software R, which would make the book very useful for people non-familiar with complex statistical software--