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Altri autori (Persone)	MunozAlejandra M. <1957-> GaculaMaximo C
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Nota di contenuto	VIEWPOINTS AND CONTROVERSIES IN SENSORY SCIENCE AND CONSUMER PRODUCT TESTING; CONTENTS; CHAPTER 1 THE ROLE OF SENSORY SCIENCE IN THE COMING DECADE; CHAPTER 2 INTERNATIONAL SENSORY SCIENCE; CHAPTER 3 SENSORY MYTHOLOGY; CHAPTER 4 CONTRASTING R&D, SENSORY SCIENCE, AND MARKETING RESEARCH APPROACHES; CHAPTER 5 VALIDITY AND RELIABILITY IN SENSORY SCIENCE; CHAPTER 6 THE INTERFACE BETWEEN PSYCHOPHYSICS AND SENSORY SCIENCE: METHODS VERSUS REAL KNOWLEDGE; CHAPTER 7 DESCRIPTIVE PANELS/ EXPERTS VERSUS CONSUMERS; CHAPTER 8 SAMPLE ISSUES IN CONSUMER TESTING CHAPTER 9 HEDONICS, JUST-ABOUT-RIGHT, PURCHASE AND OTHER SCALES IN CONSUMER TESTSCHAPTER 10 ASKING CONSUMERS TO RATE PRODUCT ATTRIBUTES; CHAPTER 11 QUESTIONNAIRE DESIGN; CHAPTER 12 CHOICE OF POPULATION IN CONSUMER STUDIES; CHAPTER 13 BIASES DUE TO CHANGING MARKET CONDITIONS; CHAPTER 14 SAMPLE SIZE N, OR NUMBER OF RESPONDENTS; CHAPTER 15 THE USE AND

CAVEATS OF QUALITATIVE RESEARCH IN THE DECISION-MAKING PROCESS; CHAPTER 16 THE FOUR D'S OF SENSORY SCIENCE: DIFFERENCE, DISCRIMINATION, DISSIMILARITY, DISTANCE; CHAPTER 17 REPLICATION IN SENSORY AND CONSUMER TESTING CHAPTER 18 LANGUAGE DEVELOPMENT IN DESCRIPTIVE ANALYSIS AND THE FORMATION OF SENSORY CONCEPTS CHAPTER 19 USE OF REFERENCES IN DESCRIPTIVE ANALYSIS; CHAPTER 20 TRAINING TIME IN DESCRIPTIVE ANALYSIS; CHAPTER 21 CONSUMER-DESCRIPTIVE DATA RELATIONSHIPS IN SENSORY SCIENCE; CHAPTER 22 PRODUCT AND PANELIST VARIABILITY IN SENSORY TESTING; CHAPTER 23 FOUNDATIONS OF SENSORY SCIENCE; CHAPTER 24 APPLICATIONS OF SAS PROGRAMMING LANGUAGE IN SENSORY SCIENCE; CHAPTER 25 ADVANCES AND THE FUTURE OF DATA COLLECTION SYSTEMS IN SENSORY SCIENCE; INDEX

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Sommario/riassunto

The authors skillfully present different approaches to the same problem and even different ways to look at the same type of data. If you have ever been stumped by a controversy in product assessment, the design of studies, or the analysis of data, you will find the answer in this book.

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