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Nota di contenuto	Chapter 1 Exploring the effects of scent -- Chapter 2 Perfumes in transition -- Chapter 3 The psychology of perfume choice -- Chapter 4 Welcome to neuroperfumery -- Chapter 5 Insider knowledge of perfumery -- Chapter 6 Insider knowledge of the perfume industry and trade -- Chapter 7 Scent online: Storytelling and digital marketing of

perfumes -- Chapter 8 Big and small moments in modern perfumery -- Chapter 9 On the way to the future of smelling -- Chapter 10 Scent therapy: fragrances for more joie de vivre -- Chapter 11 Sales psychology of scent consulting -- Chapter 12 Welcome to the experience perfumery -- Chapter 13 Stationary perfumery in transition -- Chapter 14 Perfume trends, international perfume preferences and mentalities -- Chapter 15 The emergence of the modern perfumer.

Sommario/riassunto

This book will make you a perfume insider. Discover the effects, trends and future of perfume. Perfumery is on the verge of its third revolution, neuroperfumery, due to new methods of brain research and current findings in fragrance psychology. With this exciting and well-written book, you will gain a comprehensive insight into the creation, world and practice of modern perfumery, as well as interesting insider information. Current findings in psychology, aromatherapy, brain research and neuroperfumery on the effects of fragrances make Beautiful SCENT a treasure trove of new insights. As a non-fiction book with an advice component, it is easy to read without prior knowledge and provides many practical tips. Among other things, you will learn that some perfumes can do much more than just smell good, how perfumers and marketers create their perfumes, which scent preferences prevail and how the effect of scent can specifically influence one's own experience and enjoyment of life. Target groups All those who love perfumes and fragrances and would like to learn more about the magical effect of perfumes on well-being and perhaps play with the idea of creating their own perfume one day. It is also ideal for those who work in the fragrance, cosmetics and beauty industry and would like to refresh their knowledge of perfumes. About the author Dr. Joachim Mensing is a qualified psychologist, sociologist and trained nose with over 30 years of professional experience in perfumery and fragrance therapy. At one of the largest fragrance manufacturers, he became a trend coach for perfumers and developed methods of perfume development and marketing. Many of the perfumes he worked on received coveted awards such as the Fifi Award, the Oscar for perfumes. He himself received the honorary award of the FRAGRANCE FOUNDATION for the development and marketing of the perfumes Cool Water by Davidoff, Joop! and Jil Sander, and he was also recognized for studies in neuroperfumery and neuropsychology. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content.
