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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

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.
