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Sommario/riassunto	This book discusses experimental designs which are very useful in sensory and consumer testing. As an added feature this coverage is fully illustrated with real-life examples. In addition, the importance of fractional factorial designs are explained more fully than in books now available. The heart of this book is product optimization which covers in great detail designs and analysis of optimization studies with consumers. A rundown of this chapter includes: preliminaries, test for adequacy of statistical model and least squares estimation of regression parameters; why use optimization