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Sommario/riassunto

Sensory scientists are often faced with making business decisions based on the results of complex sensory tests involving a multitude of variables. Multivariate and Probabilistic Analyses of Sensory Science Problems explains the multivariate and probabilistic methods available to sensory scientists involved in product development or maintenance. The techniques discussed address sensory problems such as panel performance, product profiling, and exploration of consumer data, including segmentation and identifying drivers of liking. Applied in approach and written for
