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#### Sommario/riassunto

This book is an outgrowth of research done by Dr. Gert Dijsterhuis for his doctoral thesis at the University of Leiden. However, there are also contributions by several other authors, as well, including Eeke van der Burg, John Gower, Pieter Punter, Els van den Broek, and Margo Flipsen. This book discusses the use of Multivariate Data Analysis to solve problems in sensory and consumer research. More specifically the focus is on the analysis of the reactions to certain characteristics of food products, which are in the form of scores given to attributes perceived in the food stimuli; the