



# **Rapid Sensory Profiling Techniques: Applications in New Product Development and Consumer Research (Woodhead Publishing Series in Food Science, Technology and Nutrition)**

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# Rapid Sensory Profiling Techniques: Applications in New Product Development and Consumer Research (Woodhead Publishing Series in Food Science, Technology and Nutrition)

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Sensory analysis is an important tool in new product development. There has recently been significant development in the methods used to capture sensory perception of a product. *Rapid Sensory Profiling Techniques* provides a comprehensive review of rapid methods for sensory analysis that can be used as alternatives or complementary to conventional descriptive methods. Part one looks at the evolution of sensory perception capture methods. Part two focuses on rapid methods used to capture sensory perception, and part three covers their applications in new product development and consumer research. Finally, part four explores the applications of rapid methods in testing specific populations.

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