



# Sensory Evaluation Techniques, Fifth Edition

By Gail Vance Civille, B. Thomas Carr

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**Sensory Evaluation Techniques, Fifth Edition** By Gail Vance Civille, B. Thomas Carr

This new edition of a bestseller covers all phases of performing sensory evaluation studies, from listing the steps involved in a sensory evaluation project to presenting advanced statistical methods. Like its predecessors, **Sensory Evaluation Techniques, Fifth Edition** gives a clear and concise presentation of practical solutions, accepted methods, standard practices, and some advanced techniques.

The fifth edition is comprehensively reorganized, revised, and updated. Key highlights of this book include:

- A more intuitive organization
- Statistical methods adapted to suit a more basic consumer methodology
- Rearranged material to reflect advances in Internet testing
- New time-intensity testing methods
- New chapters on advanced sensory processes, quality control testing, advertising claims, and business challenges
- New material on mapping and sorting, graph theory, multidimensional scaling, and flash profiling techniques
- Explanations of theories of integrity, amplitude, and balance and blend
- Updated appendices for spectrum method scales
- Updated references

Sensory Evaluation Techniques remains a relevant and flexible resource, providing how-to information for a wide variety of users in industry, government, and academia who need the most current information to conduct effective sensory evaluation and interpretations of results. It also supplies students with the necessary theoretical background in sensory evaluation methods, applications, and implementations.

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## **Editorial Review**

### About the Author

**Gail Vance Civile** is president of Sensory Spectrum, Inc., a management consulting firm involved in the sensory evaluation of foods, beverages, pharmaceuticals, paper, fabrics, personal care, and other consumer products. She has trained several flavor and texture descriptive profile panels in her work with industry, universities, and government. She has also conducted several workshops and courses in basic sensory evaluation methods as well as in advanced methods and theory. She is a founding member and former chair of the Society of Sensory Professionals, and has published several articles on general sensory methods as well as sophisticated descriptive flavor and texture techniques.

B. Thomas Carr is principal of Carr Consulting, a research consulting firm that provides project management, product evaluation, and statistical support services to the food, beverage, personal care, and home care industries. He has over 30 years of experience in applying statistical techniques to all phases of research on consumer products. He is a member of the US delegation to the ISO TC34/SC12, is involved in the statistical training of scientists, and has been invited by several professional organizations to speak on topics of statistical methods and statistical consulting in industry.

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