

## Digital Sensory Science

Applications in New Product Development

Digital Sensory Science: Applications in New Product Development provides a comprehensive overview of digital sensory science, an area that has broadly been defined as the use of technology to measure, explain and/or predict sensory perception. The goal of this book is to illustrate to the reader the opportunities around digital sensory science as well as the challenges to be overcome. This book offers practical guidance to both researchers and practitioners of sensory science.

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