Free reading Of chocolate (2023)

The Crappiest Author (PDF + EPUB) Chocolate Confectionery and Chocolate Engineering The Science of Chocolate

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The Crappiest Author (PDF + EPUB)

2014-02-23

borges svelt set a goal a goal that he has no hope of achieving writing 100 000 words in one day at first he takes baby steps averaging 25 000 words per day before encountering his first obstacle with a little ingenuity can the eccentric author conquer his dream or is he totally out of his league approximately 5 400 words in all excerpt from the crappiest author borges svelt wasn t about to hit the new york times bestseller list anytime soon heavens no he was one of those dreadful self published authors eek shunned by the industry and despised by his traditionally published peers like them he was eccentric in many ways from his tacky plaid socks that doubled as hand warmers to naming every member of the brady bunch whenever he reached a mental roadblock while some writers prefer to stand while they write or sail the seven seas while banging away on their trusty typewriter borges felt right at home on his shiny porcelain throne of course he didn t mount the toilet with all of his clothes on that would suggest that he was the least bit sane on the contrary he did not wear a shred of clothing he was the pantless author ready for anything that came rumbling through his feeble brain or lower intestine

Chocolate

2021-06-29

in terms of its popularity as well as its production chocolate was among the first foods to travel from the new world to spain chocolate how a new world commodity conquered spanish literature considers chocolate as an object of collective memory used to bridge the transatlantic gap through spanish literary works of the early modern period tracing the mention of chocolate from indigenous legends and early chronicles of the conquistadors to the theatre and literature of spain the book considers a variety of perspectives and material cultures such as the pre colombian conception of chocolate the commercial enterprise surrounding chocolate and the darker side of chocolate s connections to witchcraft and sex encapsulating both historical and literary interests chocolate will appeal to anyone interested in the global history of chocolate

Confectionery and Chocolate Engineering

2023-10-23

confectionery and chocolate manufacture has been dominated by large scale industrial processing for several decades it is often the case though that a trial and error approach is applied to the development of new products and processes rather than verified scientific principles confectionery and chocolate engineering principles and applications second edition adds to information presented in the first edition on essential topics such as food safety quality assurance sweets for special nutritional purposes artizan chocolate and confectioneries in addition information is provided on the fading memory of viscoelastic fluids which are briefly discussed in terms of fractional calculus and gelation as a second order phase transition chemical operations such as inversion caramelization and the maillard reaction as well as the complex operations including conching drying frying baking and roasting used in confectionery manufacture are also described this book provides food engineers scientists technologists and students in research industry and food and chemical engineering related courses with a scientific theoretical description and analysis of confectionery manufacturing opening up new possibilities for process and product improvement relating to increased efficiency of operations the use of new materials and new applications for traditional raw materials

The Science of Chocolate

2015-11-09

the second edition of this international best seller has been fully revised and updated describing the complete chocolate making process from the growing of the beans to the sale in the shops the science of chocolate takes the reader on the journey of chocolate to discover how confectionery is made and the way in which basic science plays a vital role the second edition contains new chapters covering topics which include nutrition why chocolate is good for you how to stop it melting in hot countries and possible methods of putting bubble inside a chocolate bar this book will appeal to those with a fascination for chocolate and will be of specialist interest to those studying food sciences and working in the confectionery industry a series of experiments which can be adapted to suit students

are included to demonstrate the physical chemical and mathematical principles involved
2010-11-03
From Chocolate to Morphine
2004-12-09
more than four million copies sold the definitive guide to drugs and drug use from america s best known doctor the new york times cowritten by one of america s most respected doctors from chocolate to morphine is the authoritative resource covering a wide range of available substances from coffee to marijuana antihistamines to psychedelics steroids to smart drugs and beyond dr andrew t weil provides the best and most unbiased information available frankly discussing each drug s likely effects precautions for use and suggested alternatives expanded and updated to include such drugs as oxycontin ecstasy prozac and ephedra this edition also addresses numerous issues from the growing methamphetamine and opioid epidemics to the push to legalize medical marijuana and the overuse of drugs for children diagnosed with adhd offering facts rather than advocacy weil s trusted bestseller has become a classic guide to psychotropic drugs u s news and world report
Bitter Chocolate
2016-04-18

for most of us chocolate is an indulgence synonymous with pleasure but behind the sweet image of the cocoa bean there is a long history of exploitation corruption greed and slavery in bitter chocolate carol off traces the history of the cocoa craze from the eighteenth century onwards through its evolution under such overseers as hershey cadbury and mars and its connection to the violence in cote d Ivoire the west african nation that produces almost half of the world's cocoa beans groundbreaking and eye opening bitter chocolate is a social history a passionate investigative account and a stirring exposé of the inner workings of a multi billion dollar industry that has institutionalised misery as it has served our pleasures

Chocolate

2013-01-20

kit kat turkish delight creme egg rolo and all gold they are all as much a part of british life as were the companies that made them and which led the chocolate revolution in the nineteenth century rowntree s fry s cadbury s mackintosh and terry s this book charts the history of chocolate manufacture marketing and consumption in britain from its origins in the eighteenth century it then describes the golden age from 1900 to the 1970s and the subsequent us and swiss invasions spearheaded by brands such as mars toblerone and nestlé s milky bar including the takeovers by nestle and kraft

	2024

2024-03-26

The Case of the Chocolate Cream Killer

2016-06-30

the true story of the seemingly respectable woman convicted of a murderous spree in victorian era brighton england in 1871 when the news broke of a series of mysterious poisonings in the popular resort town of brighton shock and horror gripped the public even more disturbing was the revelation that the culprit was not a common criminal but a local lady of fortune christiana edmunds starting in march christiana had sent out dozens of poisoned chocolates and sweets to brighton s residents her campaign resulted in the death of four year old vacationer sidney barker and wounded countless others her arrest in august provoked such an emotional response from the local public that her trial was moved from brighton to london s old bailey the prosecution anticipated an easy victory christiana had not confessed but witnesses confirmed she had purchased strychnine and their testimonies placed her at the scenes of the crimes she had a motive too argued the prosecution she was a scorned woman despite the defense s best efforts the jury took only one hour to convict her of the murder of sidney barker and the attempted murder of three others this book tells the engrossing story of the crime the trial the darker underworld of victorian brighton and the ultimate fate of christiana edmunds

The 1975 - Love, Sex & Chocolate

2017-03-09

matthew healy and his band the 1975 have taken the music world by surprise with their brand of 80s inspired art funk but how did a group of school friends from the quiet suburbs of cheshire become a worldwide success story and how did singer healy transform himself from a shy teenager albeit one from a racy showbiz background into one of the most exciting and outspoken front men in rock from early gigs in the pubs and clubs of manchester to arena shows across the globe music journalist david nolan has tracked down key players in the band s story including their school friend and original guitarist who turned his back on the chance of fame and left the group before their success kicked in with never seen before pictures and previously untold stories love sex chocolate tells how the 1975 broke through to become one of the biggest success stories in decades it s all here the sex the drugs the rock n roll and the chocolate

Chocolate, política y construcción de paz

2022-09-30

este libro narra la historia de la comunidad de paz de san josé de apartadó una emblemática organización campesina de víctimas que se declaró neutral frente al conflicto armado interno colombiano en la región de urabá en el noroccidente de colombia revela dos narrativas centrales de la identidad colectiva de la comunidad llamadas radical y orgánica por burnyeat estas narrativas son los marcos interpretativos históricamente constituidos mediante los cuales los miembros de la comunidad perciben respectivamente al estado colombiano y la relación que tienen con sus entornos natural y social en conjunto estas dos narrativas configuran una identidad colectiva por medio de la cual los miembros se conciben como una comunidad alternativa lo que constituye una concepción singular de construcción de paz desde la base este estudio centrado en el proyecto socioeconómico de cultivo de cacao orgánico impulsado por la comunidad ofrece una manera innovadora de abordar organizaciones de víctimas y movimientos sociales a través de perspectivas políticas y antropológicas críticas y posmodernas es una lectura fundamental para etnógrafos e historiadores latinoamericanos y para todos aquellos interesados en la resolución de conflictos y la justicia transicional

Do Epic Stuff!

2020-04-08

reach out for that big goal the methods of change management are outdated today focus and inspiration matter the most rené esteban shows leaders how to help their team to give their all for an attractive goal how to keep it in sight against all odds and how to work towards it with zeal and enthusiasm rené mixes his own tried and tested experiences from the corporate world with surprisingly effective psychological methods do epic stuff explains how leaders develop the kind of outstanding team which will be at the foundation of future organizations there is nothing more attractive than a goal full of purpose which makes everyone move in the same direction the insights

from this book will be the tools for your great breakthrough success as a leader top executives from the likes of allianz bmw e on and deutsche telekom contribute their expert knowledge on how to inspire teams and how to help them reach that big audacious goal inspiring and focused rené esteban showcases that achieving epic business goals is possible brian tracy author of the new york times bestseller eat that frog

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2015-07-24

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San Miguel's History

2012-08-04

a twenty four page booklet of the history of san miguel de allende from the settlement through the war for independence with historic pictures

Chocolate in Health and Nutrition

2015-04-03

chocolate in health and nutrition represents the first comprehensive compilation of the newest data on the actions of the flavonoids and microorganisms associated with the beneficial effects of chocolate this unique text provides practical data driven resources based upon the totality of the evidence to help the reader understand the basics treatments and preventive strategies that are involved in the understanding of the role chocolate may play in healthy individuals as well as those with cardiovascular disease diabetes or neurocognitive declines of equal importance critical issues that involve patient concerns such as dental caries and food preferences in children potential effects on weight gain addiction and withdrawal are included in well referenced informative chapters the latest research on the role of chocolate in normal health areas including mood pain and weight management cardiovascular disease and related conditions are presented chocolate in health and nutrition provides health professionals in many areas of research and practice with the most up to date well referenced and comprehensive volume on the current state of the science and medical uses of chocolate

Random Dingoes

2017-01-17

think back to a time in your life that you made a decision that you now regret oh don t be so coy everybody has one okay maybe not mother teresa or bruce springsteen but unless you re mother teresa or bruce springsteen and we re pretty sure you re not you have been in that position what if you could go back in time and change that decision what if you could make the other choice or even better choose a third option that you didn t even see at the time wouldn t you like to know how things would have turned out if only you had done something different at that critical juncture in your life don t bother have you never read any science fiction time travel stories don t you know that they always end with either dinosaurs becoming the dominant species on the planet or your grandfather killing hitler causing you to be born with a speech impediment and an irrational fear of listening to born in the usa time branches are not something you can borrow books from they are paths to realities that you couldn't anticipate and don t want to live in and just try to get a decent corned beef on rye in any of them in random dingoes the third transdimensional authority novel by ira nayman investigators noomi rapier and crash chumley look into reports of a drug that allows people to travel between universes without technological assistance they methodically work their way up the drug ring s chain of command and are just about to arrest its leader when time travel happens with the assistance of time agency agent radames trafshanian noomi and crash must navigate realities they hadn t anticipated and which they wouldn t want to live in but can they find a decent corned beef on rye you Il have to read random dingoes to find out

Nixon's Back Channel to Moscow

2014-01-01

most americans consider détente the reduction of tensions between the united states and the soviet union to be among the nixon administration s most significant foreign policy successes the diplomatic back channel that national security advisor henry kissinger established with soviet ambassador anatoly dobrynin became the most important method of achieving this thaw in the cold war kissinger praised back channels for preventing leaks streamlining communications and circumventing what he perceived to be the us state department s unresponsive and self interested bureaucracy nixon and kissinger s methods however were widely criticized by state department officials left out of the loop and by an american press and public weary of executive branch prevarication and secrecy richard a moss s penetrating study documents and analyzes us soviet back channels from nixon s inauguration through what has widely been heralded as the apex of détente the may 1972 moscow summit he traces the evolution of confidential channel diplomacy and examines major flashpoints including the 1970 crisis over cienfuegos cuba the strategic arms limitations talks salt us dealings with china deescalating tensions in berlin and the vietnam war moss argues that while the back channels improved us soviet relations in the short term the nixon kissinger methods provided a poor foundation for lasting policy employing newly declassified documents the complete record of the kissinger dobrynin channel jointly compiled translated annotated and published by the us state department and the russian foreign ministry as well as the nixon tapes moss reveals the behind the scenes deliberations of nixon his advisers and their soviet counterparts although much has been written about détente this is the first scholarly study that comprehensively assesses the central role of confidential diplomacy in shaping america s foreign policy during this critical era

The Chocolate Chip Cookie Queen

2012-07-20

sometimes inventing can be sweet author carmen bredeson explores the creation of everyone s favorite cookie this book readers will find out about ruth wakefield the toll house inn and the invention of the chocolate chip cookie

The British Home Front 1939-45

2017-03-16

the population of britain was mobilized to support the war effort on a scale unseen in any other western democracy or in nazi germany they endured long working shifts shortages of food and all other goods and complete government control of their daily lives most men and women were conscripted or volunteered for additional tasks outside their formal working hours under the air raids that destroyed the centres of many towns and made about 2 million homeless more than 60 000 civilians were killed and 86 000 seriously injured this fascinating illustrated summary of wartime life and the organizations that served on the home front is a striking record of endurance and sacrifice

Living Well on the Road

2013-03-22

stressed out eating badly skipping the gym sleeping with your phone rather than your partner experiencing brain fog and lack of focus then this book is for you linden schaffer was an overworked stressed out on the go professional who found time to refocus recharge and recommit to wellness on the road now she is sharing her secrets identifying the obstacles that keep you from experiencing true wellness and with scientifically backed data showing how you too can learn to embrace wellness learn what it feels like to recommit to the things that help us feel more energized more focused and more mindful of those activities in which we engage living well on the road helps readers to identify those areas of life that need recharging and brings greater awareness to those in search of a way to find wellness happiness and overall well being even as they move through their busy days whether on the road in the office or at home any reader can find ways to dramatically improve their mental focus and physical wellness if they implement the ideas and advice found within these pages in living well on the road readers will find a practical real world approach to understanding and managing your wellness a researched and scientifically investigated how to manual that encourages a healthier way to manage your lifestyle personal accounts of how

small changes can lead to major positive life changes easy to implement tactics proven to reduce stress and sick days increased productivity and creativity through refocused attention feel good experiences that take 5 minutes and release the stress and tension of your workday from body and mind

Lady Churchill's Rosebud Wristlet No. 26

2012-12-10

after issue no 25 newpages said more more more please sf revu suggested if you want to support some very wonderful fiction than subscribe to lcrw so eventually we made another issue eight stories dread pirate ships dread submersibles dread sheds alice three hat juan and welders in love ted chiang on folk biology and that cover

Industrial Organic Chemicals

2023-08

an essential introduction to the organic chemicals industry in the context of globalization advances in technology and environmental concerns providing 95 percent of the 500 billion pounds of organic chemicals produced in the world the petroleum and natural gas industries are responsible for products that ensure our present quality of life products as diverse as gasoline plastics detergents fibers pesticides tires lipstick shampoo and sunscreens are based on seven raw materials derived from petroleum and natural gas in an updated and expanded third edition industrial organic chemicals examines why each of these chemical building blocks ethylene propylene c4 olefins butenes and butadiene benzene toluene the xylenes and methane is preferred over another in the context of an environmental issue or manufacturing process as well as their individual chemistry derivatives method of manufacture uses and economic significance the new edition details the seismic shifts in the world s chemistry industry away from the united states western europe and japan transforming the middle east and asia pacific region especially china into major players the book also details the impact of globalization on the patterns of worldwide transportation of chemicals including methods of shipping chemicals the technological advances in the area of polymerization and catalysis including catalyst design and single site catalysts chemicals for electronics with much new material on conducting polymers photovoltaic cells and related materials the discovery of vast reserves of shale gas and shale oil altering long term predictions of resource depletion in the united states and other countries commercial and market aspects of the chemical industry with coverage of emerging new companies such as ineos formosa plastics lyondellbasell and sabic with expanded coverage on the vital role of green chemistry renewables chemicals and fuels on issues of sustainability and climate change industrial organic chemicals offers an unparalleled examination of what is at the heart of this multi billion dollar industry how globalization has transformed it and its ever growing role in preserving the earth and its resources

Mini Snacks to Make and Munch

2011-05-10

looking to satisfy a midday craving think mini make bitty bean tacos using corn chips prepare a batch of teensy chocolate dipped granola bars then munch your bite sized creations easy instructions and step photos will help you become a miniature master tiny snacks are tons of fun

Quilting Those Flirty 30s

2024-01-04

in her signature style cynthia tomaszewski presents a charming selection of appliqué projects showcasing reproduction fabrics including some of the latest renditions of 30s prints in brighter colors these unique patterns sparkle with an updated trendy look find 11 delightful designs plus tasty cookie recipes create kitchen garb including an apron table runner pot holders and a tea cozy enjoy whimsical floral appliqué enhanced with lovely embellishments

A Philosopher, A Psychologist, and An ExtraTerrestrial

2024

when an independent activist and her office temp with a doctorate buddy embark on a quest for a chocolate bar a bar that serves not alcohol but chocolate in all its deliciously decadent forms they pick up a hitchhiking extraterrestrial who s stopped on earth to ask for directions i know right they do their damnedest to help x find the information she needs to get back home all the while confronting everyday sexism rather like bashing your head against a jellyfish and committing assorted outrageous acts and everyday rebellions

Holiday Recipes in 15 Minutes Or Less

2018-11-13

looking to celebrate the holidays with quick and delicious recipes become a 15 minute foodie mix up a batch of rich spiced mexican hot chocolate to honor dâia de los muertos assemble a cute marshmallow puffed rice turkey to celebrate thanksgiving make latkes out of hashbrowns to commemorate hanukkah these quick fun yummy recipes will be ready to eat in 15 minutes or less

I Think Therefore I Eat

2020-06-23

the worst thing about food science the elephant in the room is that it s not just the opinions that are changing but the facts themselves shift too did you know that the great philosophers were the original foodies to eat or not to eat that s an easy question to answer but what to eat that s a deep and profoundly difficult one doctors and nutritionists often disagree with each other while celebrities and scientists keep pitching us new recipes and special diets no one thought to ask the philosophers those rational souls devoted to truth ethics and reason what they think until now

Parleying with the Devil

2023-08

the second world war in yugoslavia is notorious for the brutal struggle between the armed forces of the third reich and the communist led partisans less known is the fact that the two sides negotiated prisoner exchanges throughout the war under extraordinary circumstances these early communications evolved into a formal exchange agreement centered on the creation of a neutral zone quite possibly the only such area in occupied europe where prisoners were regularly exchanged until late april 1945 saving thousands of lives the leadership on both sides used these points of contact to hold secret political talks for which they were nearly branded as traitors by their superiors in berlin and moscow parleying with the devil is the first comprehensive analysis of prisoner exchanges and the attendant contacts between the german occupation authorities and the yugoslav partisans trifković argues that prisoner exchange had a decisive influence on prisoner of war policies on both sides and helped reduce the levels of violence for which this theater of war became infamous parleying with the devil reveals that these points of contact contrary to some claims did not lead to collusion between these two parties against other yugoslav factions or the western allies

Super Snacks in 15 Minutes Or Less

2010-06-08

you want a super snack but you re in a hurry what do you do become a 15 minute foodie and quickly feed that hunger use a microwave to make crispy parmesan bites slice fruit to create a rainbow bagel these quick fun yummy recipes will be ready to snack on in 15 minutes or less using basic kitchen supplies and techniques and step by step instructions young chefs will prepare tasty and healthy snacks in no time at all

Fast, Flirty, and Fun

2014-02-10

for every beginner who s eyed today s fabrics and yearned to make an eye catching quilt this is the book novice and experienced quilters alike will find oodles of inspiration in the contemporary colors and fresh designs of these 11 exciting projects discover the secrets of color value and fabric selection for creating quilts with visual impact learn a variety of easy methods for cutting piecing and applique enjoy whimsical applique motifs that include a giant birthday cake a bird jumbo circles and more

1950s Childhood

2022-05-15

children of the 1950s have much to look back on with fondness muffin the mule andy pandy and dennis the menace became part of the family for many while for others the freedom of the riverbank or railway platform was a haven away from the watchful eyes of parents the postwar welfare state offered free orange juice milk and healthcare and there was lots to do whether football in the street a double bill at the cinema a game of ludo or a spot of roller skating but there were also hardships wartime rationing persisted into the 50s a trip to the dentist was a painful ordeal and at school discipline was harsh and the eleven plus exam was a formidable milestone janet shepherd and john shepherd examine what it was like to grow up part of the baby boomer generation showing what life was like at home and at school and introducing a new phenomenon the teenager

The Case of the Messy Message and the Missing Facts

2019

it s fall now and the cayuga island kids are busy with homework projects and after school activities but there s still plenty of time for mystery and adventure in the third book in the cayuga island kids chapter book series julian is exploring food science as he experiments with recipes on his quest for the perfect chocolate chip cookie being a cookie sampler takes mac s mind off his troubles with fractions yoko is practicing gestures and facial expressions in anticipation of the school play tryouts maya is ms choi s helper in the after school make and take club for younger crafters lacey is taking care of the little community library that gram built and searching for the next mystery to solve when two of ms choi s glitter pens go missing maya turns to lacey for help the clues and evidence point to a suspect but are they jumping to conclusions when a classmate jumps to conclusions and shares false information about julian s cookies the cayuga island kids join forces to set the facts straight when the kids research explorers for a school project they uncover misinformation that blurs the truth and makes the reasons for being a fact detective crystal clear as the fall leaves turn color the cayuga island kids come to realize that sorting through clues and evidence just like research means making sure information is factual and not just a fraction of the truth young readers will cheer for the cayuga island kids as they embark on this latest adventure involving faulty assumptions missing facts flour bugs and chocolate chip cookies

Research Handbook on Critical Legal Theory

1999-04-23

critical theory characteristically linked with the politics of theoretical engagement covers the manifold of the connections between theory and praxis this thought provoking research handbook captures the broad range of those connections as far as legal thought is concerned and retains an emphasis both on the politics of theory and on the notion of theoretical engagement the first part examines the question of definition and tracks the origins and development of critical legal theory along its european and north american trajectories the second part looks at the thematic connections between the development of legal theory and other currents of critical thought such as feminism marxism critical race theory varieties of post modernism as well as the various turns ethical aesthetic political of critical legal theory the third and final part explores particular fields of law addressing the question how the field has been shaped by critical legal theory or what critical approaches reveal about the field with the clear focus on opportunities for social transformation



2015-03-15

Discovering Nutrition

2018-11-02

issued with access to navigate 2 online learning materials

The Role of Functional Food Security in Global Health

2013-03

the role of functional food security in global health presents a collective approach to food security through the use of functional foods as a strategy to prevent under nutrition and related diseases this approach reflects the views of the food and agriculture organization of the united nations the world health organization the world heart federation and the american heart association who advise mediterranean paleolithic plant food based diets and european vegetarian diets for the prevention of cardiovascular disease in addition the book also emphasizes the inclusion of spices herbs and millets as well as animal foods this book will be a great resource to the food industry as it presents the most efficient ways to use technology to manufacture slowly absorbed micronutrient rich functional foods by blending foods that are rich in healthy nutrients provides greater knowledge on functional food security highlights the necessary changes to the western diet that are needed to achieve food security explains the utility and necessity of functional food security in the prevention of noncommunicable diseases presents policy changes in food production for farmers and the larger food industry offers suggestions on what can be done to enhance functional food production while simultaneously decreasing production costs

Food Jokes to Tickle Your Funny Bone

2012-10-20

includes jokes limericks knock knock jokes tongue twisters and fun facts about different fruits vegetables chocolate popcorn ice cream and more and describes how to write your own knock knock jokes and how to create your own joke book provided by publisher

Soviet Lend-Lease Fighter Aces of World War 2

2022-04-08

by the end of 1941 the soviet union was near collapse and its air force almost annihilated leaving large numbers of surviving pilots with no aircraft to fly to help prevent this collapse the uk eventually supplied a total of 4300 hurricanes and spitfires to the user after the united states entered the war the americans extended lend lease to include direct supply to the soviets as well as the british and among the aircraft sent were almost 10 000 fighters although the aircraft were outdated and often unsuitable to russian conditions they served when they were needed and a number of russian pilots became heroes of the soviet union flying lend lease aircraft the soviet government tried to conceal or minimize the importance of lend lease fighters well into the 1980s and the pilots who flew them were discriminated against as foreigners only in recent years have these pilots felt free to admit what they flew and now the fascinating story of these men can emerge

The Right Sensory Mix

many companies fail to acknowledge and analyze disparities observed among customers and simply put them down to culture or emotion new neuroendocrinological research proves that people are rational they just have a different biological perception of the same stimulus their preferences behavior and decisions are strongly influenced by the

hundreds of millions of sensors monitoring their body and brain people with more taste buds are for example sensitive to bitterness and are more likely to drink their coffee with sugar or milk or to drink tea this book helps product managers marketers and corporate decision makers understand and predict customers behavior and preferences it provides the tools to design the right sensory mix color shape depth taste smell texture and sound for each product and fine tune their positioning and range for every local market using cases from different sectors the author shows that this approach delivers planet and people friendly innovations which have a higher chance of success in the market

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