## Contents

*Preface*  
xix  

*Author biographies*  
xi  

*Acknowledgments*  
 xv  

1  **Emerging corporate knowledge needs: how and where does sensory fit?**  
   page 1  

2  **Making use of existing knowledge and increasing its business value—the forgotten productivity tool**  
   page 17  

3  **Understanding consumers’ and customers’ needs—the growth engine**  
   page 41  

4  **Innovation’s friend: integrated market and sensory input for food product design and development**  
   page 83  

5  **A process to bring consumer mind-sets into a corporation**  
   page 115  

6  **Developing relevant concepts**  
   page 135  

7  **High-level product assessments**  
   page 167  

8  **So what can sensory do for me (or for my company)?**  
   page 207  

9  **What types of tests do sensory researchers do to measure sensory response to the product? and ... why do they do them?**  
   page 229  

10  **What can sensory researchers do to characterize products? and ... how does one select the best method?**  
   page 283  

11  **So what are the practical considerations in actually running a test? what do I need to know? what does the rest of the company need to know?**  
   page 321  

12  **Evolving sensory research**  
   page 365  

13  **Addressable Minds™ and directed innovation: new vistas for the sensory community**  
   page 381  

*Index*  
409