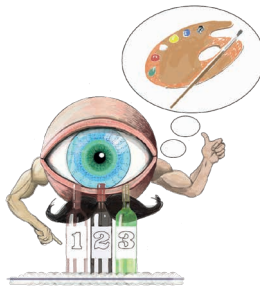
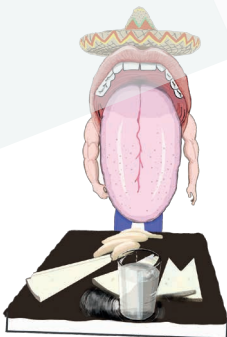
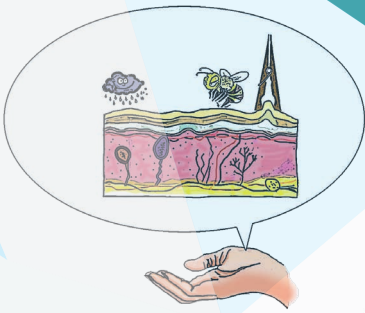


Sensory and aroma marketing

edited by:

Esther Sendra & Ángel A. Carbonell-Barrachina



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Preface

This book is based on qualified contributions of experts in the field of marketing, consumer studies, sensory analysis of foods and new technologies used in food retailing, services and marketing communication. All the chapters are outcomes of international project cooperation within Erasmus + Strategic partnership project 'Food Quality & Consumer Studies'. This project started in 2014 with the aim to modernize and improve the quality of university education in the field of food science, food marketing and consumer studies, applied through the synergic effect of international cooperation, transfer of innovation and creation of new values in project consortium of 10 partners from 9 EU countries.

Project in the form of international mobility and training activities as well as through transfer of knowledge and creation of new values has created a framework and conditions for the development and pilot implementation of 8 intellectual outputs focused on sensory studies, sensory and aroma marketing, neuromarketing for food retailing, augmented reality for food marketers and consumers, health, nutrition, food consumer trends and product development. Intellectual outcomes in three cases represent not only innovative, but an entirely new product in the field of education, which has not been used in the educational process at partner universities so far (aroma and sensory marketing, neuromarketing for food retailing, augmented reality for food marketers).

I believe that this book 'Sensory and aroma marketing' will provide readers from academic community and business sphere (university students, scholars, professionals) with theoretical and practical knowledge necessary for an in-depth understanding of sensory marketing issues at the level of theory and practical implications for food sector. Besides, even if you are not an expert in the field, you will enjoy reading the book and learning new things about how the human senses are used in sensory marketing.

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Project coordinator

