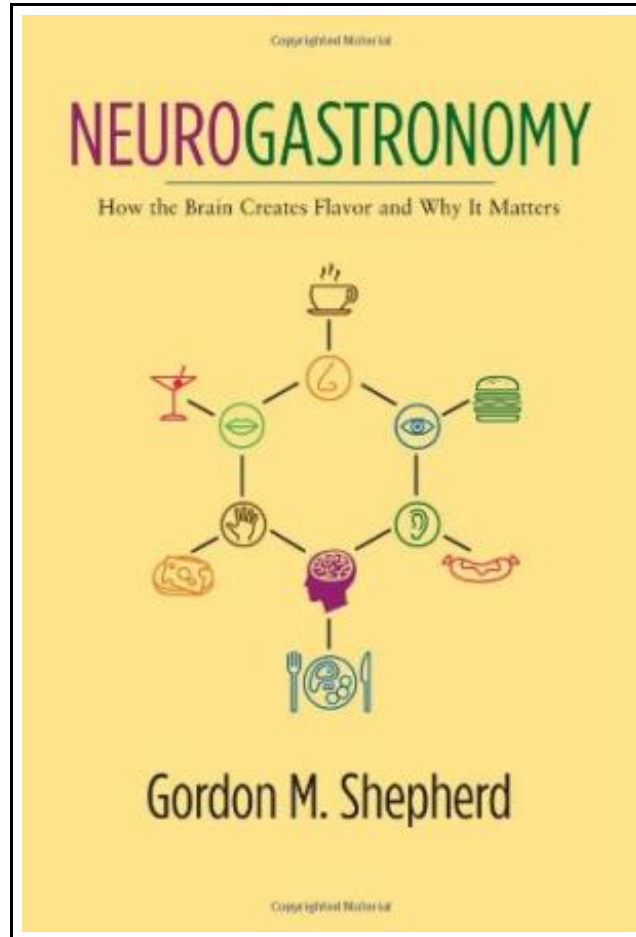


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Columbia Univers. Press Dez 2011, 2011. Buch. Book Condition: Neu. 237x161x30 mm. Neuware - Gordon M. Shepherd embarks on an eye-opening trip through the human brain's 'flavor system,' establishing the parameters of a new field: neurogastronomy. Challenging the belief that humans' sense of smell diminished as they made the leap from primate to human, Shepherd contends this sense, the main element of flavor, is far more powerful and important than we think. Shepherd begins with the mechanics of smell; he then considers the effect of the flavor system on many contemporary social, behavioral, and medical issues. He analyzes flavor's engagement with the brain regions controlling emotion, food preferences, and cravings, and he even devotes a section to food's role in drug addiction and, building on Proust's iconic tale of the madeleine, its ability to evoke deep memories. 267 pp. Englisch.



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