



Neurogastronomy

By Gordon Shepherd

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.

DOWNLOAD



READ ONLINE
[8.11 MB]

Reviews

A very great pdf with lucid and perfect explanations. It really is rally interesting throug reading time period. You wont really feel monotony at at any moment of your own time (that's what catalogs are for about in the event you question me).

-- **Keshaun Schneider**

The ebook is easy in read through easier to fully grasp. It is rally fascinating throug reading through time. I am effortlessly can get a enjoyment of reading a written publication.

-- **Kiarra Schultz III**