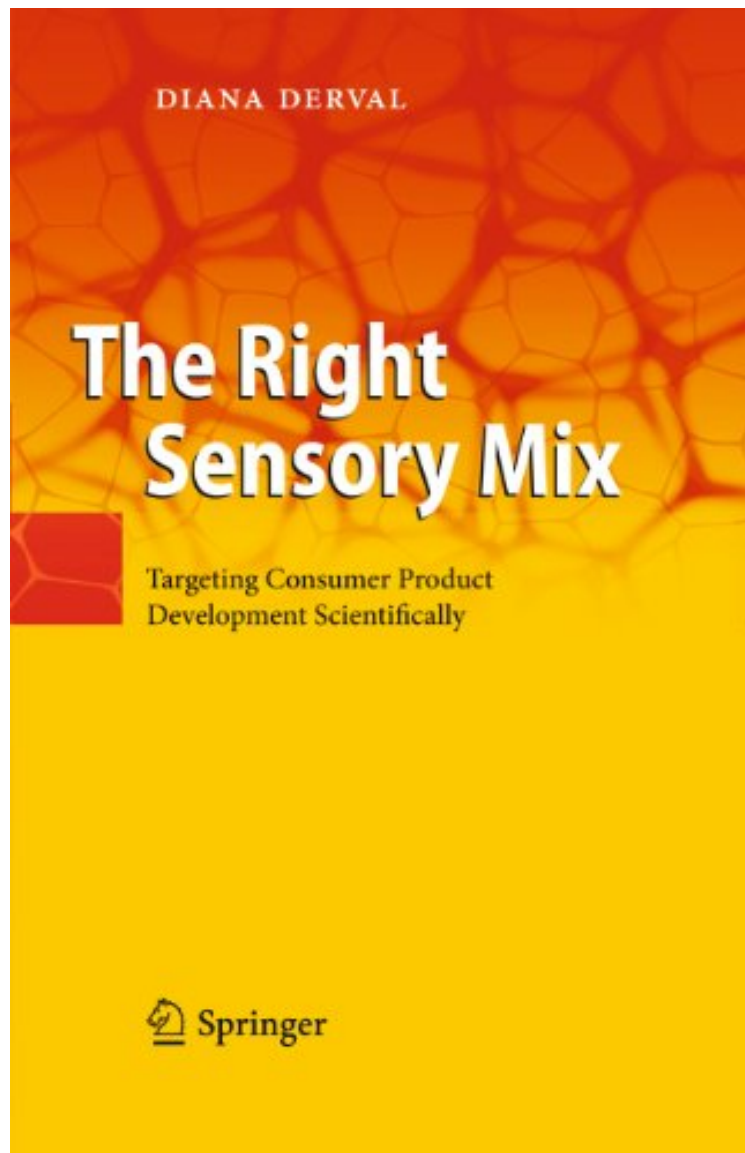


(Ebook pdf) The Right Sensory Mix: Targeting Consumer Product Development Scientifically

# The Right Sensory Mix: Targeting Consumer Product Development Scientifically

*Diana Derval*

*audiobook / \*ebooks / Download PDF / ePub / DOC*



DOWNLOAD



READ ONLINE

#2061636 in eBooks 2010-09-17 2010-09-17File Name: B008CNODFA | File size: 21.Mb

**Diana Derval : The Right Sensory Mix: Targeting Consumer Product Development Scientifically** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Right Sensory Mix: Targeting Consumer Product Development Scientifically:

0 of 1 people found the following review helpful. Makes you look at sensory preferences in a new wayBy Jennifer DublinoThis fascinating book made me look at sensory preferences in a whole new light. Traditional teaching in

regard to scent is that people associate emotions from their experiences with a scent and that is the basis for preference. But it doesn't explain whole groups of preferences (like why I don't like florals, when I've had plenty of good experiences with flowers). This book does, and further, it translates these sensory preferences into consumer behavior in regard to products which is amazing. The only reason I didn't give it 5 stars is that it was hard to make predictions on how a specific individual would perceive across the senses, given a particular hormonal mix. A table showing colors, smells, sounds, tastes and textures a estrogen, balanced, testosterone (light) and testosterone (heavy) person would prefer and avoid would be invaluable. 2 of 2 people found the following review helpful. A real page-turner!

By Sandrine Franccedil;on-GoldieI started following Prof Derval's research years ago, with increasing interest. As a former student in both Life Sciences and Marketing, I couldn't fail to be attracted by her approach on a professional level. Moreover, her research was of ever renewed relevance in explaining "phenomenons" that I used to discard as "it's just the way it is" : I was tested by Pr Derval as testosterone-driven, a super-taster, and a super-amplifier, which shed a new light on many aspects of my sensory approach to the world (a real hatred for coffee when, as a consultant, I was offered a cuppa every hour or so... Seeing shades of colors that nobody else seemed to see (no it's not green, it's turquoise blue !) and so on and so forth). Being myself very interested in research on immune disorders, Pr Derval's approach appears to me as a path that should be followed in detecting a likelihood in individuals to present immune system hiccups - her "predictions" using the Hormonal Quotient indeed pointed at several of my friends who had known or unknown (but later discovered) major immune disorders (such as asthma and pregnancy auto-immune issues). Last but not least, I thoroughly enjoyed the fact that her book was written in a very lively style, with very down-to-earth examples (I totally recognized myself in the portrait of the new mum digging out her WiiFit!!!) and none of the usual "wannabe-serious-at-all-rate" style that too often define a scientific text. Not often said for that kind of book, but it was really a page-turner!

Sandrine Franccedil;on, INA-Paris Grignon Engineer, MBA. 1 of 2 people found the following review helpful. social scientist

By Ellie O. This book is written for marketing professionals who need to design innovative products and services efficiently. And I want also the non-marketing people to read it, since it tells the neurological mechanism of sensory perceptions. The book " The Right Sensory Mix" tells us why some peoples' eyes perceive purple relaxing while others feel it provocative. By using the neurological mechanism, it tells how to group customers in homogeneous segments with similar sensory perceptions and perceived benefits, and how to design products and service for targeted persona with an abundant of cases. In the past, I trained myself for a long time to remove emotion and personal perceptions to analyze economic and managerial phenomena objectively. However, when we were to solve economic and managerial problems, we noticed that peoples' emotion and different perceptions confronted with us. Even if we obtained successful results, some people perceived it differently. Reading this book, I well understood that there is a problem that is NOT a "good or bad" problem. Some people may say it is taken for granted. In my case, I decided to look at my own sensory perceptions and have a confidence in my own sensorium. In this book, the author explains the concept and use of Homonal Quotient (HQ) that she invented. HQ is to identify the sensory profile of target customers and predict the biological mechanisms between sensory stimuli and consumers' behaviors. I like this entrepreneurship supported by a series of experiments.

Ellie Maria Okada

Berry-AMA Book Prize FINALIST 2011! "The Right Sensory Mix" is one of the four best marketing books in 2011 according to the American Marketing Association Foundation. The Berry-AMA Book Prize is awarded annually by the Foundation (AMAF) and recognizes books whose innovative ideas have had significant impact on marketing and related fields. For additional information about the Berry-AMA Book Prize, visit Berry-AMA Book Prize.

Why do some people drink black coffee and others stick to tea? Why do some people prefer competitors' products? Why do we sell less in this country? 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 consumers 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. After reading the book, managers will be able to:

- Understand and predict consumers' behavior and preferences
- Design the right sensory mix (color, shape, taste, smell, texture, and sound) for each product
- Fine-tune their positioning and product range for every local market
- Systematically increase their innovation hit rate

From the reviews: "Professor Derval has made this research accessible and understandable in her acclaimed book which has been making waves not only in the field of neuroscience, but also in the marketing world, for the past year and a half. Diana Derval has written the best book. Her writing is lively, full of relevant case studies, and rich in insights. No marketing department or new product department must proceed without first reading this book." (MMD Newswire, November, 2011) "This book is a perfect and modern combination of the basics and applications of Marketing Research. The relation between theory and how marketing

research methods are executed in IBM SPSS Statistics is excellent. This book combines these elements with clear insights in problems and solutions that we often face in using marketing research techniques and methods. It is a must for every student and practitioner in Marketing and Marketing Research." (Professor P.S.H. (Peter) Leeflang, Frank M. Bass Distinguished Professor of Marketing, University of Groningen, the Netherlands) "The second edition of the market research text by Marko Sarstedt and Erik Mooi is excellent, and includes expanded coverage of relevant topics and the most recent developments in the field, but also continues to execute the concise, non-technical approach that made the first edition so accessible. The real world examples and case studies enhance the chapters but equally important is this new edition includes many mobile tags that enable readers to easily locate additional supplementary material on a variety of topics. I strongly recommend that you consider adding this to your market research resources." (Professor Joe F. Hair, University of South Alabama, USA) "This book is my first choice when I introduce applied stats to students. The book covers everything you need (e.g., ANOVA, regression analysis, factor analysis, and cluster analysis), is easy to understand and has excellent market research examples, which my students really like." (Professor Christian M. Ringle, Hamburg University of Technology, Germany) "Diana Derval has written the best book that I have seen on the critical role of the five senses in determining our brand preferences. Her writing is lively, full of relevant case studies, and rich in insights. No marketing department or new product department must proceed without first reading this book." (Philip Kotler, S.C. Johnson Son Professor of International Marketing, Kellogg School of Management) "A very innovative and promising approach, which takes into account the physiological diversity of consumers, and proposes to link it with behavioral characteristics; product developers and marketing teams should read this book in order to take advantage of the variability of sensory perceptions." (Nathalie Jacquet, Head of Sensory Analysis New Products Development, Research Center Pernod Ricard) "Professor Diana Derval inspires you with her mental agility, always seizing any opportunity to break "conventional" consumer insights with a new, scientific approach, producing unexpected strategies for predicting consumer behaviors and new ways of identifying unexplored, profitable market segments. A fascinating book!" (Markus Kohler, Director Packaging at Philip Morris International) "Diana Derval invites us to explore our senses, with the help of fascinating scientific discoveries and a great sense of humor. Reading her book was like an eye-opener: it changed my vision of marketing and made me consider a new consumer approach." (Alexis Muuml;hlhoff, Head of Marketing, Komatsu) "Five golden stars! "The Right Sensory Mix" takes the concepts of genetics and neuroendocrinology and applies them to predict consumer behavior. The text is intellectually brilliant and delightful. Read the book and you will want to adapt Prof. Derval's model because the book discloses in detail how sensory networks and the Hormonal Quotient™ help predict consumer's attitudes and behavior, the data obtained from her own scientific approach, to how the technique works as exemplified by well known commercial brands." (Magda Carvalho, PhD Genetics, Faculty Member Cornell Medical School New York, J.D., US Patent Attorney) "Thanks to her discovery concerning the relationship between hormones and sensory sensitivity, Diana Derval proposes an amazing scientific approach to accurately profile consumers, according to their Hormonal Quotient™. She succeeds in explaining her findings on smell, color, and texture preferences in a very simple and lively way making her book so pleasant to read. This original tool can be recommended for marketing profiling or in addition to a psychology study to comprehend one's personality." (Wai Wong, accessory group development manager, Sephora/LVMH Group) "From the Back Cover Berry-AMA Book Prize FINALIST 2011! "The Right Sensory Mix" is one of the four best marketing books in 2011 according to the American Marketing Association Foundation. The Berry-AMA Book Prize is awarded annually by the Foundation (AMAF) and recognizes books whose innovative ideas have had significant impact on marketing and related fields. For additional information about the Berry-AMA Book Prize, visit [Berry-AMA Book Prize](#). Why do some people drink black coffee and others stick to tea? Why do some people prefer competitors' products? Why do we sell less in this country? 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 consumers 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. After reading the book, managers will be able to:

- Understand and predict consumers' behavior and preferences
- Design the right sensory mix (color, shape, taste, smell, texture, and sound) for each product
- Fine-tune their positioning and product range for every local market
- Systematically increase their innovation hit rate