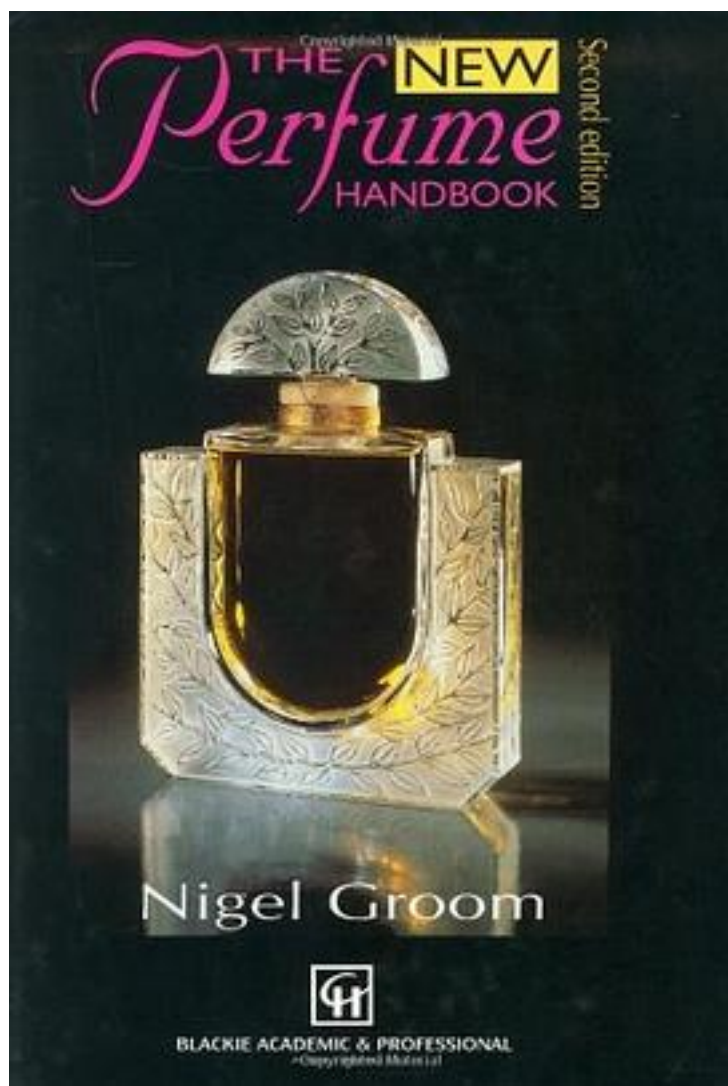


The New Perfume Handbook



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The first edition, although primarily aimed at perfumers and others in the perfume industry, found substantial sales among aromatherapists, botanists, and many others. This second edition is aimed squarely at perfumery marketing specialists and others in the industry world-wide and in particular covers the needs of publicity/advertising teams and journalists, together with sales people and consultants at the counters. Changes include an expansion of the number of profiles of the perfume houses, and of the 50 or so new perfumes which have been launched since the previous edition. All the main perfumes being marketed by the leading perfume houses are covered. There is also increased coverage of the essences and the plants and other material from which they are derived. Coverage of perfume containers is substantially expanded.

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