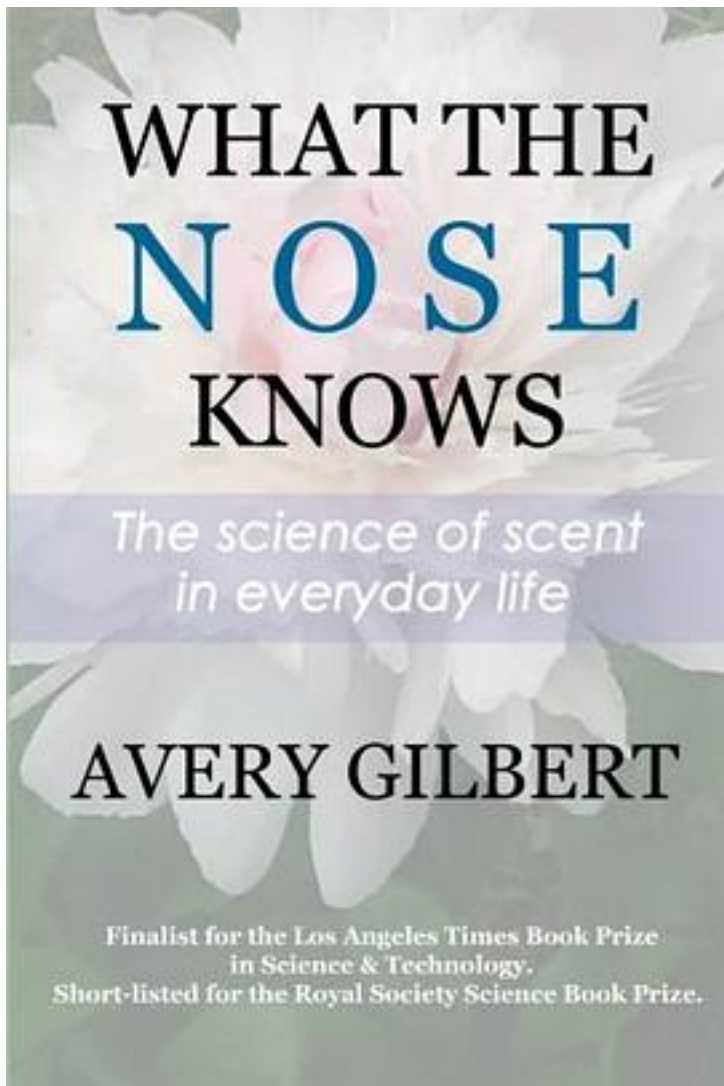


What the Nose Knows



[What the Nose Knows 下载链接1](#)

著者:Avery Gilbert

出版者:Crown

出版时间:2008-06-01

装帧:Hardcover

isbn:9781400082346

- How many smells are there? And how many molecules would it take to create every smell in nature, from roses to stinky feet?
- Who was the bigger scent freak: the perfume-obsessed Richard Wagner or Emily Dickinson, with her creepy passion for flowers?
- By scenting the air in stores, are retailers turning us into subliminally controlled shopping zombies?
- Were Smell-O-Vision and AromaRama mere Hollywood fads or serious technologies?

Everything about the sense of smell fascinates us, from its power to evoke memories to its ability to change our moods and influence our behavior. Yet because it is the least understood of the senses, myths abound. For example, contrary to popular belief, the human nose is almost as sensitive as the noses of many animals, including dogs; blind people do not have enhanced powers of smell; and perfumers excel at their jobs not because they have superior noses, but because they have perfected the art of thinking about scents.

In this entertaining and enlightening journey through the world of aroma, olfaction expert Avery Gilbert illuminates the latest scientific discoveries and offers keen observations on modern culture: how a museum is preserving the smells of John Steinbeck's Cannery Row; why John Waters revived the "smellie" in Polyester; and what innovations are coming from artists like the Dutch "aroma jockey" known as Odo7. From brain-imaging laboratories to the high-stakes world of scent marketing, What the Nose Knows takes us on a tour of the strange and surprising realm of smell.

作者介绍:

Gilbert has worked for Givaudan-Roure, been a member of the faculty of the Monell Chemical Senses Center, President of the Sense of Smell Institute and founded three olfactory-related start-up companies.

目录:

[What the Nose Knows_下载链接1](#)

标签

嗅觉心理学

perfume

香水

偶像湖大推荐

fashion

调香

科普

生物系

评论

此书可爱，Q。

和气味，嗅觉有关的书里，这本很好。

惭愧地说，研究嗅觉这些年，直到这本书才真正觉得气味有意思。

[What the Nose Knows_下载链接1](#)

书评

这本书打开以后，装帧很科谱。严谨，最先开始看的是孩子爸爸，他在那儿看了半天，我因为知道是一本关于气味的科学。还没来得及看。他很自然的念给我们听，科学嘛，难免无聊和古板。但这本不一样，开始的叙述里就很好笑。我和儿子听了以后。也觉得很好玩~于是，我就开始看了~有...

这是一本关于嗅觉的科普图书，笔调幽默，不是单纯地描写人类日常生活中的气味科学，而是用各种小故事和对比潜移默化地打动你，笔调轻松但不失严谨。正如这本书里说的那样“事物物绝对，只是角度不同”，这本书如果你单纯把它当作一本枯燥的科普读物，而放弃对它的阅读，那...

[What the Nose Knows 下载链接1](#)