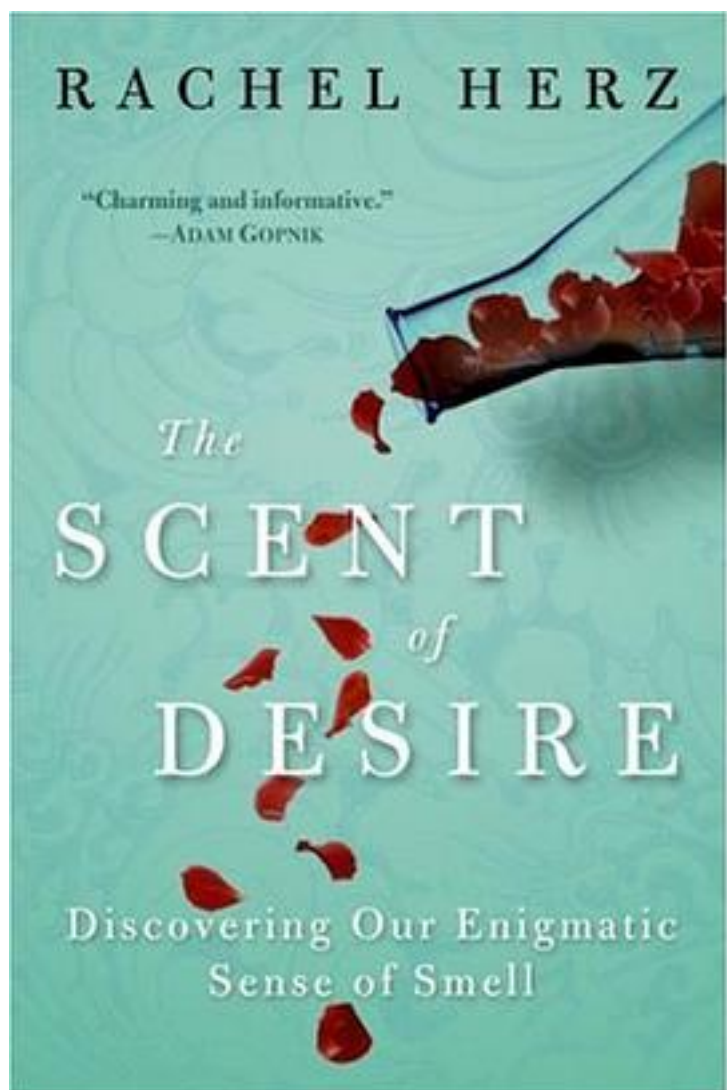


The Scent of Desire



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出版者:

出版时间:2008-10

装帧:

isbn:9780060825386

Why do some people like a certain aroma and others hate it? Is smell personal or cultural? How does it affect our choices and our actions? The Scent of Desire is the definitive psychological study of the importance of smell in our lives, from nourishment to procreation to our relationships with other people and the world at large. Located in the same part of the brain that processes emotion, memory, and motivation, this most essential of senses is imperative to our physical and emotional well-being. It was crucial to our ancestors' existence and it remains so today, profoundly shaping our emotional, physical, and even sexual lives. One of the world's leading experts on the psychology of smell, Rachel Herz investigates how smell functions, what purpose it serves, and how inextricably it is linked to our survival in this compelling, surprising, delightfully informative appreciation of the wonders of this sadly neglected sense.

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