

## Howard R. Moskowitz

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- ACADEMIC** Visiting Professor/Fellow -University of Pennsylvania, Wharton School of Business, Department of Marketing, SEI Center for Advanced Studies in Management; Senior Fellow Science Advisory Committee, Vineland Research and Innovation Centre, Ontario, Canada (7/17/ 2009- present)  
Co-Founder/Visiting Professor, Queens College of the City of New York, Institute for Competitive Excellence (Founded 11/09)  
Visiting Professor, University of Florida, Department of Community Dentistry and Behavioral Sciences, Center for Smell and Taste  
Board of Advisors, Afghan Education Peace Foundation, a New York City based not-for-profit, that seeks to strengthen the security of the United States by rebuilding the economic and social infrastructure of Afghanistan.  
Member, Culinary Institute of America, Dept. of Culinary Science, Research Advisory Council

### EMPLOYMENT HISTORY

- 1981 - Present Moskowitz Jacobs, Inc., White Plains, NY - Owner  
1977 - 1984 Taste & Smell Consulting Group, Inc., Evanston, IL -  
Principal - A consulting group comprising top scientists in the chemical senses  
1979 - 1981 Developmetrics, Inc., Westport, CT - Executive Vice President  
1975 - 1979 MPI Sensory Testing, Inc., New York, NY - President  
1969 - 1975 U.S. Army Natick Laboratories, Natick, MA - Research Scientist - Responsible for developing and implementing research programs on food, flavor and texture.  
1974 Scientific director's gold medal for outstanding research

### EDUCATION

- Ph.D. 1969 Harvard University, Experimental Psychology  
BA 1965 Queens College, New York, Mathematics, Psychology; Phi Beta Kappa

### HONORS

- 1977 Best research paper in cosmetics, Boston Chapter, Society of Cosmetic Chemists  
1982 Cresheim Award, Product Development and Management Association  
2001 Best Methodological Paper, ESOMAR Congress  
2002 Chris Commins Award ,Canadian PMRS (Professional Market Research Society) for innovation in web-enabled, self-authored conjoint measurement, and for weak signals research in new trends analysis and concept development.  
2003, 2004, 2006 ESOMAR (European, now World Society Of Market Research) best paper award



2004	Fellow of the IFT (Institute of Food Technologists)
2004	David R Peryam Award
2005	Charles Coolidge Parlin Marketing Research Award (American Marketing Association)
2006	Market Research Council Hall of Fame Award
2006	First recipient of Research Innovation Award given by the Advertising Research Foundation
2010	Sigma Xi, The Scientific Research Society Walston Chubb Award for Innovation
2010	Emerald Literati Network Best Paper Award for Excellence <i>Journal of Product and Brand Management</i>
2010, 2011	Social Science Research Network Top Author List (Behavioral Science)
2011	Emerald Literati Network Highly Commended Paper Award for Excellence <i>Journal of Consumer Marketing Management</i>
2011	ARF Certificate of Research Distinction
2012	Edison Award for Innovation Finalist
2012	Marquis' Who's Who Nomination
2013	Warc Admap Prize short-listed essay

## **A SELECTION OF DR. MOSKOWITZ'S PUBLICATIONS**

### **I. BOOKS (WRITTEN AND EDITED) AND CONTRIBUTED CHAPTERS**

Sensation and Measurement - Papers in Honor of S.S. Stevens (ed. H.R. Moskowitz, B. Scharf and J.C. Stevens). D. Reidel Publishing Company, Dordrecht, 1974.

Chemical Senses and Flavor-Volume 1, Number 2 (ed. E.P. Koster and H.R. Moskowitz). D. Reidel Publishing Company, 1974.

Correlating Sensory Objective Measurements - New Methods for Answering Old Problems (ed. J. Powers and H.R. Moskowitz), American Society for Testing and Materials, 1976.

Sensory Response to Food: A Sensory Workshop (with M. Vaisey Genser, J.H. Solms, H.J. Rothe), Zurich Forster Verlag, 1977.

Odor Quality and Chemical Structure (ed. H.R. Moskowitz and C.B. Warren), American Chemical Society, ACS Symposium Series, Washington, D.C., 1981.

Product Testing and Sensory Evaluation of Food: Marketing and R&D Approaches Food and Nutrition Press. Westport, CT, 1983.

Cosmetic Product Testing: A Modern Psychophysical Approach Marcel Dekker, Inc. NY, 1984. Also translated into Japanese.

New Directions in Product Testing and Sensory Analysis of Foods Food and Nutrition Press, Inc., Westport, CT, 1985.

Food Texture (ed. H.R. Moskowitz), Marcel Dekker Inc., NY, 1987.



Applied Sensory Analysis of Foods, Volumes I and II (ed. H.R. Moskowitz), CRC Press, Boca Raton, FL, 1988.

Food Concepts and Products: Just-In-Time Development, Food and Nutrition Press, Trumbull, CT, 1994.

Consumer Testing & Evaluation of Personal Care Products, Marcel Dekker, Inc., NY, 1995.

Viewpoints and Controversies in Sensory Science and Consumer Product Testing, Food and Nutrition Press, Trumbull, CT, 2003.

Concept Research in Food Product Design and Development, (ed. with S. Porretta and M. Silcher) Blackwell Publishing, Ames, IA, 2005.

Elementi E Concetti Nello Sviluppo Degli Alimenti, 2005.

Sensory and Consumer Research in Food Product Design and Development, Blackwell Publishing, Ames, IA, 2006.

Accelerating New Food Product Design and Development, (ed. J.H. Beckley, M. Foley, E.J. Topp, J.C. Huang, W. Prinyawiwatkul, Wiley-Blackwell, 2007.

An Integrated Approach to New Food Product Development, CRC Press, Taylor & Francis Group, Boca Raton, FL., 2009. (with I.S. Saguy & T. Straus),

Packaging Research in Food Product Design and Development, Wiley-Blackwell, Ames, Iowa, 2009. (with M. Reisner, J.B. Lawlor & R. Deliza).

Packaging Research in Food Product Design and Development Wiley Interscience eBook, Sept. 2009. (with M. Reisner, J.B. Lawlor & R. Deliza).

Selling Blue Elephants- How to Make Great Products That People Want Before They Even Know They Want Them (with A. Gofman) Wharton School Publishing, Upper Saddle River, NJ, 2007. Available in translation world-wide. Third printing, 2010.

People, Prices and Preferences: Sequencing The Economic Genome of the Consumer Mind Bentham Science Publishing e-Books, 2011. (with E. Galanter & M. Silcher).

YOU! What you MUST know to start your career as a professional. CreateSpace, 2010. Order online from [www.Amazon.com](http://www.Amazon.com) in paperback or e-book.

Premium by Design: How to Understand, Design and Market High End Products. Gower Publishing Co., 2011. E-book. (with M. Bevolo & A. Gofman).

A Life Through Poetry: An Anthology. CreateSpace, 2011. Available from [www.Amazon.com](http://www.Amazon.com) in paperback or e-book.



Innovate with consumer science. Innovating with the science of consumer. The target market, develop or imitate? The target market, develop or imitate? Myths and Legends Myths and Legends. Chiriotti Editori, 2011. (with S. Poretta) (Originally published in Italian)

*How High-level Consumer Research Can Create Low-caloric, Pleasurable Food Concepts, Products and Packages* in Obesity Prevention: The Role of Brain and Society on Individual Behavior. Dubé et al., (Ed).. Oxford, UK: Elsevier Ltd., 2010. (with M. Reisner).

*Creating concepts for meals: perspectives from systemic research and from business practice* in Meals in Science and Practice. Meiselman, Herbert, (Ed ), Woodhead Publishing Co., Cambridge, UK., 2009. (with M. Reisner)

*Recent advances in commercial research for product development* in Mac Fie, H. and Jaeger, S. (Ed) Consumer Driven Innovation in Food and Personal Products. Cambridge, UK: Woodhead Publishing Co., 2010. (with S. Porretta & J. Hartmann)

*Sensory Evaluation of Foods* in Applied Culinology®: The Blending of Culinary Arts and Food Science & Technology in Food Product Development. Research Chefs Association (Ed), Wiley Blackwell, Ames, IA., 2011 (with W. Prinyawiwatkul, D. Hilinski, R. Delaney & M. Foley).

*Creating a database of "good for you" product ideas* In: Chocolate Consumption and Health. Columbus, Frank (ED), Nova Science Publishers., 2011.

*Sensory Science and Market Research: Twins separated at birth?* In Handbook of Sensory Science, Market Research and Consumer Understanding. Institute of Food Technologists (Ed.) Wiley Blackwell, Ames, IA. Anticipated publication date of 2012.

*Setting the Direction: First, Know Where You Are* In: Beckley, J.H., Paredes, D., Lopetcharat, K. (EDS) Product Innovation Toolbox: A Field Guide to Consumer Understanding and Research (pp. 4-19). Ames, IA: Wiley –Blackwell. May, 2012. (with J. Beckley)

*Tools for Upfront Research on Understanding Consumer Values: Conjoint Analysis Plus (cross category, emotional, pricing)* in Product Innovation Toolbox: A Field Guide to Consumer Understanding and Research. Beckley et al (Eds.). Ames, IA: Wiley-Blackwell. 2012. (with I. Daniel Moskowitz)

*The 21<sup>st</sup> Century Development of Products: Where Consumer Guidance is Taking Us.* IN: Kaden, R., Linda, G. and Prince, M. (EDS) Leading-Edge Marketing Research. Thousand Oaks, CA: Sage Publications, Inc. November, 2011. (with B. Krieger & L. Ettinger Lieberman)

*Consumer Research in the Wine Industry: New Applications of Conjoint Measurement.* In J. Piggott (Ed.) Alcoholic Beverages: Sensory Evaluation and Consumer Research (pp. 395-435). Cambridge, UK: Woodhead Publishing Ltd., 2012. (with L. Ettinger Lieberman & David Moskowitz).

Rule Developing Experimentation: A Systematic Approach to Understand & Engineer the Consumer Mind. Bentham Science Publishing, 2012. (with A. Gofman)

*People, Products, Texture: A Personal Perspective.* IN: Dar, Y. and Light, J. (EDS) Food Texture Design and Optimization. Ames, IA: Wiley-Blackwell. Anticipated publication 2014.





*Mind Genomics and Texture: The Experimental Science of Everyday Life*. IN: Dar, Y. and Light, J. (EDS) Food Texture Design and Optimization. Ames, IA: Wiley-Blackwell. Anticipated publication 2014.

## II. CONCEPT DEVELOPMENT

Consumer perceptions, attitudes and trade-offs regarding flavor and other product characteristics. Food Technology, Nov. 1978, 34 (with J.W. Chandler).

The trading of purchase interest for concept believability. International Journal of Advertising, 1983, Volume 2, 265-274. (with S. Rabino)

Concept development and optimization: Working With Large Sets of Elements. Canadian Journal of Marketing Research, 1993, Volume 12, 3.

Consumer-design concepts for cereals. Cereal Foods World, 1993, Volume 38, 813.

How computer aided design and presentation of concepts speeds up the product development process. IN: Proceedings of the 46th ESOMAR Conference, 1993, Copenhagen, Denmark, 405. (with D. Martin)

Creating and optimizing winning concepts at the early development stage: Expanding the scope and reducing the risk. In: Proceedings of the New Products Workshop, Advertising Research Foundation, New York, Advertising Research Foundation, October, 1993.

Consumer driven concept development through a new research paradigm. In: CASRO 1994 Annual Journal (Counsel of American Survey Research Organizations), Port Jefferson, NY, 91.

Computer-based concepts for military ration packaging. In: Research and Development Associates for Military Food and Packaging Systems, 1995, Volume 47, 226. (with L. Leshner, A. Cardello, & G. Graves.)

Meeting the food marketing challenge: Creating winning food concepts in a "real time" mode. Proceeding From: Health And Pleasure At The Table (ed. L. Dube, J.L. LeBel, C. Tougas, & V. Troche), 1995, 303-324.

Creating Databases From Cross-National Comparisons Of Food Mind-Sets. Journal of Sensory Studies, 2007, Volume 22, 550-586.. (with S. Rabino, R. Katz, A. Maier, K. Paulus, P. Aarts, J. Beckley & H. Ashman).

Coffee concepts: Cross cultural segmentation and optimization. Proceedings Of The Advanced Research Techniques Forum (ART), American Marketing Association, 2002 (with D. Cohen).

Personal Observations On, And Business Results From The International Dissemination Of IdeaMap For Consumer Research. Proceedings Of The Tenth Annual Conference - International Society For



The Promotion Of Innovation Management (IPSIM), Rome, 2012.

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Next generation healthy soup: An exploration using conjoint analysis. Journal of Sensory Studies, 2003, Volume. 18, Number 3, 249-268 (with B. Krieger, R. Cappuccio & R. Katz).

A comparison of purchasing habits and sensory preferences for cola consumers across France, Germany, the United Kingdom and the United States. Journal of Food Technology, 2003, Volume 1, Number 3, 84-96, Grace Publications Network. (with T. Luckow & P. Aarts)

The alphabet of privacy – What are communications about privacy that interest Internet users? Canadian Journal of Market Research, 2003, Volume 21, Number 1, 31-45. (with S. Rabino, V. Ciaccio, T. Hjellete & R. Asami).

Purchasing habits and sensory preferences for cola consumers. Fruit Processing, Number 6, 2003, 409-415. (with K. Paulus & T. Luckow).

Understanding conjoint analysis. Food Technology, 2004, Volume 58, Number 1, 35-38. (with R. Katz, J. Beckley & H. Ashman)

What features drive rated burger craveability at the concept level? Journal of Sensory Studies, 2004, Volume 19, Number 1, 27-47. (with J. Beckley, H. Ashman & A. Maier).

Mind-sets of the wine consumer. Journal of Sensory Studies, Volume 19, Number 2, 2004, 85-105. (with A. Hughson, H. Ashman & V. De La Huerga).

Creating new beverage concepts from first principles: Bottom-up conjoining of need-states and features. Journal of Food Technology, Volume 2, Number 4, 2004, 256-268. (with B. Itty, R. Katz & C. Fink)

Migrating consumer research to public policy. 2004. Proceedings of the ESOMAR Public Sector Conference. Berlin. (with I. Teich & H. Ashman)

The four segments of yogurt consumers: Preferences and mind-sets. Journal of Food Products Marketing, Volume 11 (1), 2005.. (with T. Luckow, J. Beckley, J. Hirsch & S. Genchi).

Brand name anatomy. Marketing Research, 2005. (with A. Gofman, J. Beckley & J. Ewald).



'Quali-Quant' research at the development stage: Using iterative, small-scale conjoint analysis to explore/refine communications for a 'new age' car dealer. Innovative Marketing, Volume 1, Issue 2, 2005, 89-105. (with P. Moore, S. Rabino & J. Ewald)

Using high-level consumer research methods to create a tool-driven guidebook and database for product development and marketing. Journal of Sensory Studies, Volume 21, 2006, 54-100. (with A. Gofman & J. Beckley).

The mind of the consumer shopper: Creating a database to formalize and facilitate the acquisition and use of insights. Journal of Database Marketing, Volume 13, Number 2, 2006, 144-155. (with D. Minkus-McKenna, H. Ashman, J. Beckley and S. Rabino).

Innovation combining art, engineering and social-economy science. 2006. Proceedings of the ESOMAR Innovate Conference. Miami. (with I. Bitran & A. Gofman).

The push-pull of marketing and advertising and the algebra of the consumer's mind. Journal of Sensory Studies, Volume 22, 2007, 126-175. (with J. Ewald)

Using Mind-Set Information About Health, Pleasure and Function to Understand Consumer Choices in Bottled Water. The Open Food Science Journal, Volume 3, 2009, 42-61. Bentham Open (with A. Maier, J. Beckley & H. Ashman)

Purchase Drivers of Canadian Consumers of Local and Organic Produce. Horticultural Science, Volume 45, Number 10, 2010, 1480-1488. (with B. L. Campbell, I. Lesschaeve, A. J. Bowen, S.R. Onufrey)

The Algebra of Health Concerns: Perception of Health Loss, Illness and the Breakdown of the Health System as Measured by Expected Anxiety. International Journal of Consumer Studies, special issue, summer 2011. (with G. Gabay)

Brand Profitability and Social Impact: Mindsets, Money and Doing Good. Warc Admap. Warc, 2013. (with S. Rappaport, Y.(J.) Wind & B. Batalvi) Shortlisted for 2013 Warc Admap Prize.

### III. ACCELERATED DEVELOPMENT (DESIGNLAB PARADIGM)

Simultaneous optimization of products and concepts for foods. In: Applied Sensory Analysis of Foods. (ed. H.R. Moskowitz), CRC Press, 1988, 141-175.

Sensory segmentation and simultaneous optimization of products and concepts for development and marketing of new foods. In: Food Acceptability (ed. D.M.H. Thomson), London, Elsevier, 1989, 311-326.

A new paradigm for development: Rapid concept and product development in an age of resource scarcity. In: Bridging the Gap From Concept to Commercialization, Product Development & Management Association, 1994, 66.

Consumer driven concept development through a new research paradigm. CASRO Journal, Port



Washington, New York, 1994, 91-99.

The DesignLab paradigm - Sanitary Napkins: How consumer research accelerates the development process. Marketing Research Pays Off (ed. L. Percy) Psychology Press, 1997, 165-189.

How people in different corporate functions react to the introduction of statistical design for product & concept development. Proceedings of the Product Development & Management Association Meeting, 1995.

The DesignLab Paradigm For Product Creation: Merging Consumers, Creatives, Computers For The Design Of A Children's' Cereal Product. In An Edited Volume (ed. S. Poretta), In Press. (with A. Gofman).

Incorporating consumer feedback into package description and presentation: A multi-media approach. In: L. Wu & A. Gelinias (Eds.) Product Testing with Consumers for Research Guidance, West Conshohocken, PA: American Society For Testing and Materials. STP 1035, 1989: 77-84.

Psychophysical thinking in business: Products and concepts. Journal of Sensory Studies, 2005, Issue 20, 389-396.

#### **IV. PRODUCT QUALITY & PRODUCT OPTIMIZATION**

Economic application of sweetness scales. Journal of Food Science, Volume 37, 1972, 411 (with T. Wehrly).

Subjective ideals and sensory optimization in evaluating perceptual dimensions in food. Journal of Applied Psychology, Volume 56, 1972, 60.

Measurement of preferences and ways of finding optimal combinations. Stimulus, Sensation and Satisfaction, Swedish Institute for Food Preservation Research, May, 1974.

Sweetness measurement and the economics of sweetener mixtures. Food Product Development, July, 1975, 34 (with V. Toscano).

The Eclipse method: Optimizing product formulation through a consumer generated ideal sensory profile. Canadian Institute of Food Science and Technology Journal, Volume 10, 1977, 161 (with D.W. Stanley & J.W. Chandler).

Eclipse - developing products from concepts via consumer ratings. Food Product Development, March, 1977 (with J.W. Chandler & D.W. Stanley).

Psychophysical approaches to food and flavor: Bridging the gap between the laboratory and the real world of foods. In: Olfaction and Taste VI, Information Retrieval Ltd., London, England, 1977, 385.

Cooking with psychophysics. Psychology Today, 1978, November (by B. Rice, based upon work done by H.R. Moskowitz).

Saving time and money in new product development. Marketing Communication, November, 1978,





53 (About work by H.R. Moskowitz in product optimization).

Sweetness and acceptance optimization in cola flavored beverages using combination of artificial sweeteners. Journal of Food Quality, Volume 2, 1978-1979, 17 (with K. Wolfe and C. Beck).

The psychophysical analysis of food perception: Models and approaches. Lebensmittel Wissenschaft und Technologie, Volume 12, 1979, 293

Product optimization: Maximizing consumer acceptance and increasing profit margins. Bakers Digest, October, 1979, 9 (with A. Cardello, O. Maller, R.A. Segars & J.G. Kapsalis).

Statistics streamline product development. Food Engineering, September, 1980, 102 (About work on beverage optimization done by H.R. Moskowitz).

Product modeling and product optimization. Pharm Tech Conference, October, 1980, 121.

Product optimization as a tool in product planning. Drug and Cosmetic Industry, June, 1980, 48.

Improving bitters by psychology. Quintessenza (In English and Italian) 1980, No. 31 (F. Castilgioni, Eurisko, on work done by Eurisko Milan, Italy, with H.R. Moskowitz).

Psychophysics and new product development. Cosmetic Technology, August, 1980, 2, 30.

Optimizing the product development process: Strategic implications for new entrants. Sloan Management Review, Spring, 1980, 45 (with S. Rabino).

The new psychophysics and cosmetic science. In: Cosmetic Science, Volume 2 (ed. M. Breuer), Academic Press, New York, 1980, 125.

Systematic development approach cuts costs, reduces lead times and simplifies reformulation. Food Product Development, Volume 14, 1980, 60.

Computer modeling can help develop new consumer products faster, cheaper. Marketing News, Dec. 12, 1980.

The R&D role in bringing new products to the marketplace. The Journal of Business Strategy, Volume 1, 1981, 26 (with S. Rabino)

Produktoptimisierung - eine Methode zur Entwicklung besserer Produkte bei niedrigeren Kosten (In German). Parfumerie & Kosmetik, July, 1981, 214.

Relative importance of perceptual factors to consumer acceptance: Linear vs. quadratic analysis. Journal of Food Science, Volume 46, 1981, 244.

Psychophysical approaches to package design and evaluation. In: Handbook of Package Design (ed. W. Stern), New York, John Wiley, 1981, 505.

Psychophysical scaling and optimization of odor mixtures. In: Odor Quality and Chemical Structure,



American Chemical Society, Symposium Series, 1981, 23.

Optimizing the product developing process using psychophysical scaling. Journal of Business Research, Volume 10, 1982, 295 (with S. Rabino).

Alternative strategies for product optimization. In: Advances in Strategic Management (ed. R. Lamb), JAI Press, 1983, 99 (with S. Rabino.)

Optimizing consumer acceptance and perceived product quality, In: Objective Methods in Food Quality Assessment (ed. J. Kapsalis), CRC Uniscience Publication, 1984.

Sensory optimization and ways of finding optimal combinations. Acta Alimentaria (Hungary).

Sensory characteristics of foods: New evaluation techniques. American Journal of Clinical Nutrition, Volume 42, 1985 (with A. Drewnowski).

Sensory analysis, product modeling, and product optimization. In: Analysis Of Foods And Beverages (ed. G. Charalambous), Academic Press, 1984, 13-77.

Product response segmentation and the analysis of individual differences in liking. Journal of Food Quality, Volume 8, 1985, 168-191. (with B.E. Jacobs & N. Lazar)

The relative importance of attributes measured by annoyance ratings. Acta Alimentaria, Hungary, 1986, 15, 29. (with B.E. Jacobs).

Sensory segmentation of fragrance preferences. Journal of the Society of Cosmetic Chemists, Volume 37, 1986, 233-247.

Using in-market products to generate target sensory profiles in early stage development. In: Product Testing With Consumers For Research Guidance (ed. L.Wu), American Society For Testing And Materials, Philadelphia, PA, STM 1035, 64-74., 1989. (with B.E. Jacobs)

Optimizing consumer product acceptance and perceived sensory quality. In: Food Product Development (ed. E. Graf & I.S. Saguy), Van Nostrand Reinhold, 1991, 157.

The consumer as a measuring instrument for taste test claims: Marketing research and scientific perspectives. In: Substantiating A Test Claim, NAD Workshop & The Advertising Research Foundation, Council of Better Business Bureaus and The Advertising Research Foundation, 1990, 73.

Importance of sensory factors in processed seafood: Methods and results. Journal of Sensory Studies, Volume 7, 1992,147.

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What sensory characteristics drive product quality: An assessment of individual differences. Journal of Sensory Studies, Volume 8, 1993, 271. (with B. Krieger).

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Product optimization: Approaches and applications. In: Measurement of Food Preferences (ed. H.J.H. MacFie & D.M.H. Thomson), Blackie Academic & Professional, 1994, 97.

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The contribution of sensory liking to overall liking: an analysis of six food categories. Food Quality and Preference, Volume 6, 1995, 83-91. (with B. Krieger)

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Expectations, needs and segmentation of healthy breakfast cereal consumers. Journal of Sensory Studies, Volume 22, 2007, 587-607.

Cross-national segments for a cheese product. Italian Journal of Food Science, Volume.21, No. 4, 2009 (with G. Gabay, K. Paulus, P. Aarts, J. Beckley and H. Ashman).

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An apple a day, or is it a juice? Innova, Volume 8, No. 7, 2010, 11-16. (with L. Saul).

## V. PERFUMERY & ODOR

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Odor intensity and pleasantness for diverse set of odorants. Perception & Psychophysics, Volume 19, 1976, 122 (with A. Dravnieks and L. Klarman).

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Flavor chemical mixtures - psychophysical analysis. In: Flavor Quality, Objective Measurement. American Chemical Society, Washington, D.C., 1977, 29 (with W.A. Dravnieks, C. DuBose and M.J. Reuben)

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and Flavorist, April-May, 1979, 45.

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Closing the gap between perfumers, flavorists and consumers. Cosmetic Technology, May, 1981, 17.

Utility of the vector model for higher order mixtures: A correction. Sensory Processes, 1981.

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Fragrances with real impact. Perfumer & Flavorist, Vol. 28, Number 5, Sept/Oct. 2003, 34-49. (with P. Aarts).

Jumpstarting product development and marketing: Application of deconstructive competitive analysis and conjoint measurement to the cosmetic industry. Advertising Research Journal, Volume 43, Number 1, 2003, 62-77. (with B. Itty).

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How do you measure the true value of an experience? Household and Personal Care TODAY, 2010, No. 1.

## **TASTE**

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The effects of viscosity upon perceived sweetness. Perception & Psychophysics, Volume 9, 1971, 410. (with P. Arabie).

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