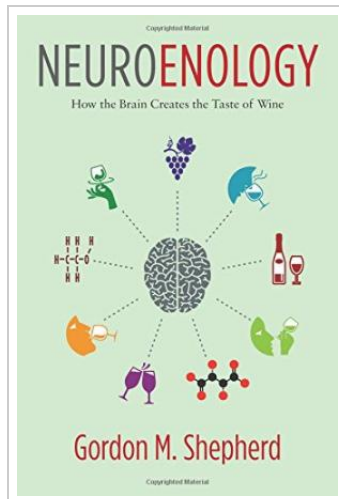




Neuroenology: How the Brain Creates the Taste of Wine (Hardback)

By Gordon M. Shepherd

Columbia University Press, United States, 2017. Hardback. Condition: New. Language: English . Brand New Book. In his new book, Gordon M. Shepherd expands on the startling discovery that the brain creates the taste of wine. This approach to understanding wine's sensory experience draws on findings in neuroscience, biomechanics, human physiology, and traditional enology. Shepherd shows, just as he did in *Neurogastronomy: How the Brain Creates Flavor and Why It Matters*, that creating the taste of wine engages more of the brain than does any other human behavior. He clearly illustrates the scientific underpinnings of this process, along the way enhancing our enjoyment of wine. Neuroenology is the first book on wine tasting by a neuroscientist. It begins with the movements of wine through the mouth and then consults recent research to explain the function of retronasal smell and its extraordinary power in creating wine taste. Shepherd comprehensively explains how the specific sensory pathways in the cerebral cortex create the memory of wine and how language is used to identify and imprint wine characteristics. Intended for a broad audience of readers—from amateur wine drinkers to sommeliers, from casual foodies to seasoned chefs—Neuroenology shows how the emotion of pleasure is the...



READ ONLINE
[7.39 MB]

Reviews

This pdf will never be straightforward to begin on looking at but really entertaining to read through. I really could comprehend everything out of this composed e pdf. I am just very easily could possibly get a enjoyment of looking at a composed ebook.

-- **Dr. Mallory Bashirian Sr.**

This book will be worth getting. Better then never, though i am quite late in start reading this one. Its been written in an extremely basic way which is only right after i finished reading this book through which actually altered me, alter the way i believe.

-- **Mr. Enrico Lesch**