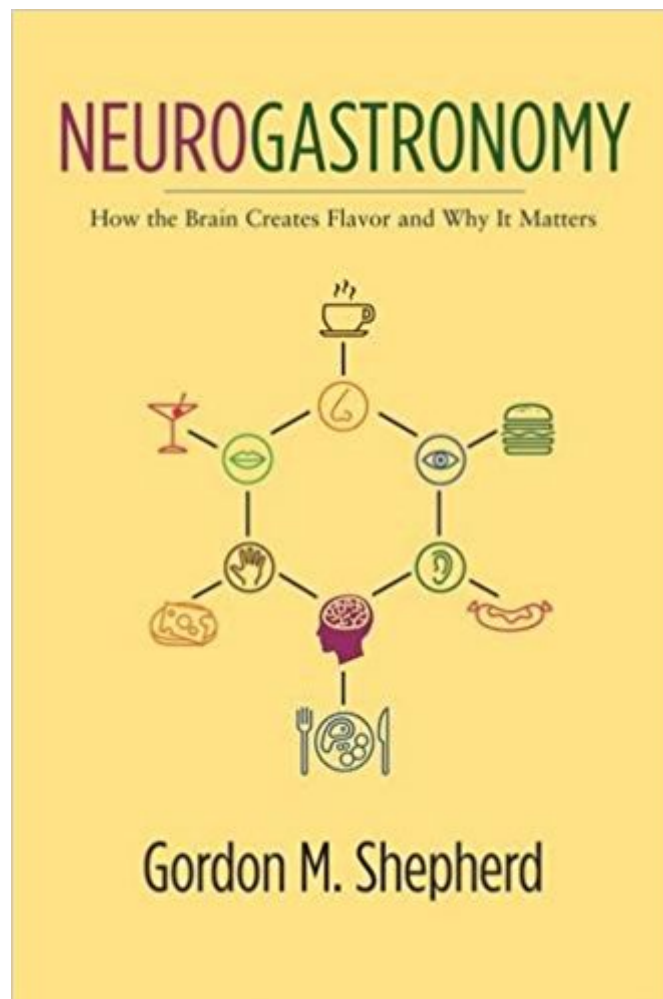


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Neurogastronomy: How The Brain Creates Flavor And Why It Matters



Synopsis

Leading neuroscientist Gordon M. Shepherd embarks on a paradigm-shifting trip through the "human brain flavor system," laying the foundations for a new scientific field: neurogastronomy. Challenging the belief that the sense of smell diminished during human evolution, Shepherd argues that this sense, which constitutes the main component of flavor, is far more powerful and essential than previously believed. Shepherd begins *Neurogastronomy* with the mechanics of smell, particularly the way it stimulates the nose from the back of the mouth. As we eat, the brain conceptualizes smells as spatial patterns, and from these and the other senses it constructs the perception of flavor. Shepherd then considers the impact of the flavor system on contemporary social, behavioral, and medical issues. He analyzes flavor's engagement with the brain regions that control emotion, food preferences, and cravings, and he even devotes a section to food's role in drug addiction and, building on Marcel Proust's iconic tale of the madeleine, its ability to evoke deep memories. Shepherd connects his research to trends in nutrition, dieting, and obesity, especially the challenges that many face in eating healthily. He concludes with human perceptions of smell and flavor and their relationship to the neural basis of consciousness. Everyone from casual diners and ardent foodies to wine critics, chefs, scholars, and researchers will delight in Shepherd's fascinating, scientific-gastronomic adventures.

Book Information

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Customer Reviews

Neurogastronomy is a personal yet magisterial account of the new brain-based approach to flavor

perception. Gordon M. Shepherd's panoramic view of science, culture, and behavior is that of a true pioneer of the chemical senses. (Avery Gilbert, Author of *What the Nose Knows: The Science of Scent in Everyday Life*) Cooking? It is first love, then art, then technique. Chefs and food lovers alike can benefit from a better appreciation of the phenomena at play throughout the culinary process, from the field to the fork and beyond. This is why flavor is so important, and why Gordon M. Shepherd's well-named *Neurogastronomy* is such a welcome addition to the literature. (HervÃ© This, author of *Molecular Gastronomy: Exploring the Science of Flavor*) Those who make the effort will be rewarded: they'll never look at eating the same way again. (Library Journal) Shepherd makes an excellent case for neurogastronomy as an important cross-disciplinary field that is likely to motivate a variety of imperatives for our health and well-being. (Chris Loss *Nature*) Although written for lay readers, this excellent summary of everything people currently know about flavor perception must be considered the latest and most valuable review of research on the chemical senses. (Choice) Stimulating and informing. (Israel Rosenfeld and Edward B. Ziff *New York Review of Books*) A work that has the potential for breaking new ground and developing a whole new direction of study. (Yum.fi)

Leading neuroscientist Gordon M. Shepherd embarks on a paradigm-shifting trip through the "human brain flavor system," laying the foundations for a new scientific field: neurogastronomy. Challenging the belief that our sense of smell diminished during as humans evolved, Shepherd argues that this sense, which constitutes the main component of flavor, is far more powerful and essential than previously thought. Shepherd connects his research to trends in nutrition, dieting, obesity, and the challenges that many face in eating healthily. He concludes with human perceptions of smell and flavor and their relationship to the neural basis of consciousness.

Very interesting read. A bit repetitive but still very educational.

A fascinating account

Thank you

great book, used by my college aged nephew who is studying food science. Good intro into the subject, help him decide on a few possible thesis topics.

This well researched volume is jam-packed with fascinating info on how our minds think as we respond to what we eat. engrossing.

I work with oeno-gastronomic tours around the world, and it added a lot to my knowledge, when making tastings in wineries and harmonization and food pairing with wines.

I thought this book would have applicable advice, technique and method. This is really a book on olfaction and the neurological reaction to different stimuli. After reading this book if feel I have only learned vocabulary. Although it is drawn out over 27 chapters, this book doesn't cover much that is not rudimentarily understood by watching a toddler plug there nose while eating brussel sprouts. The author is constantly referencing other chapters of this book when a simple one or two line explanation would suffice. He is also not shy on shamelessly mentioning even the smallest role in other scientists studies. Personally, I feel this book could have been a quarter the length and maintained the same amount of pertinent information.

This has been a slow read for me. I search for textbook-style resources. This is exactly that. I have to find the time to dedicate to diggin in the information. I expect to learn a lot from this book.

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