



# The Taste Signature Revealed: The Power of Emotions behind Taste of Food & Drink Brands

*Derek E. Roberts, Thornton D. Mustard*

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A must read for anybody involved in food and beverage brands. Discover the power of emotions to understand why and how individual consumers make taste choices through emotional preference. It will fundamentally change your understanding of food and drink brands by demonstrating: how consumers' tastes evolve and vary in different cultures and age groups, how to map and understand taste and its associated emotions, how to measure these emotions of taste, how to apply this knowledge to existing and new brands. In short, how understanding emotional taste preference can gain competitive advantage.

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