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Piet Vroon , ????? ????? (Translator)

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Piet Vroon , ???? ???? ???? (Translator)

[illegible]

Date : Published 2010 by ???? ?????? ???????? - ???? (first published 1994)
ISBN :
Author : Piet Vroon , ???? ???? ???? (Translator)
Format : Paperback 383 pages
Genre : Science, Nonfiction, Psychology

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(Translator)**

Huda Yahya says

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http://www.4shared.com/office/JwL_luw...

Wadeeah Alfaraj says

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Safiah_a says

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Ellen says

Okay, so the book was clearly written by a scholar well-used to the thesis formula... that is, there was a lot of repetition to build specific cases -- not all of which was fantastically convincing to me personally. Also, in hindsight, I wish I'd just skipped the chapter or so that was very heavy on the biology of smell, since the biology-specific vocabulary was mostly beyond me, and not of enough personal interest (I preferred reading about the sociological and brain-associated aspects of the sense) for me to look up every 10th word.

That said, I enjoyed the book overall. The "Secret Seducer" part of the title? Yeah, just ignore that. This book is about the sense of smell, and for the most part avoids devolving into lists of factoids (a real win with this type of book).

Bayansa says

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Petra X says

Dr. Vroon, a Dutch psychologist, wrote this book described on the endpapers as, 'odd and surprising'. That is a very generous blurb. Dr. Vroon, in his very quirky, personal way, takes the reader through everything possible to do with smell, whether it is a chemical notation at the molecular level, or its evolutionary connection with ovulation to why we shouldn't buy cheap perfumes - they smell nasty after a minute or two. (Don't they just?)

The only really interesting fact I learned from this book is that 'a Nose', the perfumer's expert who actually puts together those high-priced little bottles of scent that are the essence of the unnecessary, the luxurious, actually can't smell fine distinctions outside of his speciality. That is, he isn't actually more gifted at identifying the fine gradations of odours, but is trained to do so with certain fragrances. Send him to a whisky distillery and he would not be able to distinguish all the complex flavours and aromas any better than anyone else who had a sensitive nose but no training.

What is slightly odd about all this, is that women have a much more sensitive sense of smell than me, but all the perfumers' Noses are men. Still. Plus ça change, plus c'est la même chose.

Final verdict: totally boring, but not unreadable. Two stars.

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Ahmed Almawali says

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