

The Secret of Scent: Adventures in Perfume and the Science of Smell

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One man's passion for perfume leads him to explore one of the most intriguing scientific mysteries: What makes one molecule smell of garlic while another smells of rose?

In this witty, engrossing, and wildly original volume, author Luca Turin explores the two competing theories of smell. Is scent determined by molecular shape or molecular vibrations? Turin describes in fascinating detail the science, the evidence, and the often contentious debate—from the beginnings of organic chemistry to the present day—and pays homage to the scientists who went before. With its uniquely accessible and captivating approach to science via art, *The Secret of Scent* will appeal to anyone who has ever wondered about the most mysterious of the five senses.

Luca Turin holds a Ph.D. in biophysics from the University of London. Since 1996 he has worked on primary olfactory reception and the prediction of odor character. In 2001 he became chief technical officer of Flexitral, where he uses his theory of olfaction to design new fragrances and flavor molecules.

Scientists who can poetically convey the worth of their research are rare individuals indeed. Many, in fact, migrate to the professional writer's life, such as Oliver Sacks and Michael Crichton. Turin, already the subject of a previous book (Chandler Burr's *The Emperor of Scent*, 2003), not only demystifies the "hows" of smell but also chronicles his own discoveries and pays generous homage to others'. Curious beauty noses will sniff out the origins of such famed fragrances as Chanel N5, Opium, and the ever-widening world of musks. [...] The writing, when not tangled up in chemical-compound jargon, sparkles; who could not chuckle at his description of an allergy waiting to happen: "soap powder is, this side of a blowtorch, one of the harshest environments to put fragrance"? Barbara Jacobs
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Other Books

The Embodied Mind. As groundbreaking synthesis that promises to shift our understanding of the mind-brain connection and its relationship with our bodies. We understand the workings of the human body as a series of interdependent physiological relationships: muscle interacts with bone as the heart responds to hormones secreted by the brain, all the way down to the inner workings of every cell. To make an organism function, no one component can work alone. In light of this, why is it that the accepted understanding that the physical phenomenon of the mind is attributed only to the brain? In *The Embodied Mind*, internationally renowned psychiatrist Dr. Thomas R. Verny sets out to redefine our concept of the mind and consciousness. He brilliantly compiles new research that points to the mind's ties to every part of the body. *The Embodied Mind* collects disparate findings in physiology, genetics, and quantum physics in order to illustrate the mounting evidence that somatic cells, not just neural cells, store memory, inform genetic coding, and adapt to environmental changes—all behaviors that contribute to the mind and consciousness. Cellular memory, Verny shows, is not just an abstraction, but a well-documented scientific fact that will shift our understanding of memory. Verny describes single-celled organisms with no brains demonstrating memory, and points to the remarkable case of a French man who, despite having a brain just a fraction of the typical size, leads a normal life with a family and a job. *The Embodied Mind* shows how intelligence and consciousness—traits

traditionally attributed to the brain alone—also permeate our entire being. Bodily cells and tissues use the same molecular mechanisms for memory as our brain, making our mind more fluid and adaptable than we could have ever imaged.

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Thomas R. Verny ... published his vibration theory in e Secret of Scent : Adventures in Perfume and the Science of Smell , and all hell broke out within the ..."