

# Sensory Marketing: Research On The Sensuality Of Products .pdf

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**Management | the institute for sensory research**

Avishan Amanat directs ISR. She data collection and sensory research, as established by Council of American Survey Research Organizations (CASRO), the Marketing

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Kahn, Barbara and Xiaoyan Deng Research on the Sensuality of Products, ed., Sensory Marketing Conference,

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What is sensory marketing and why is it interesting and also important? Krishna defines it as "marketing that engages the consumers' senses and affects their behaviors."