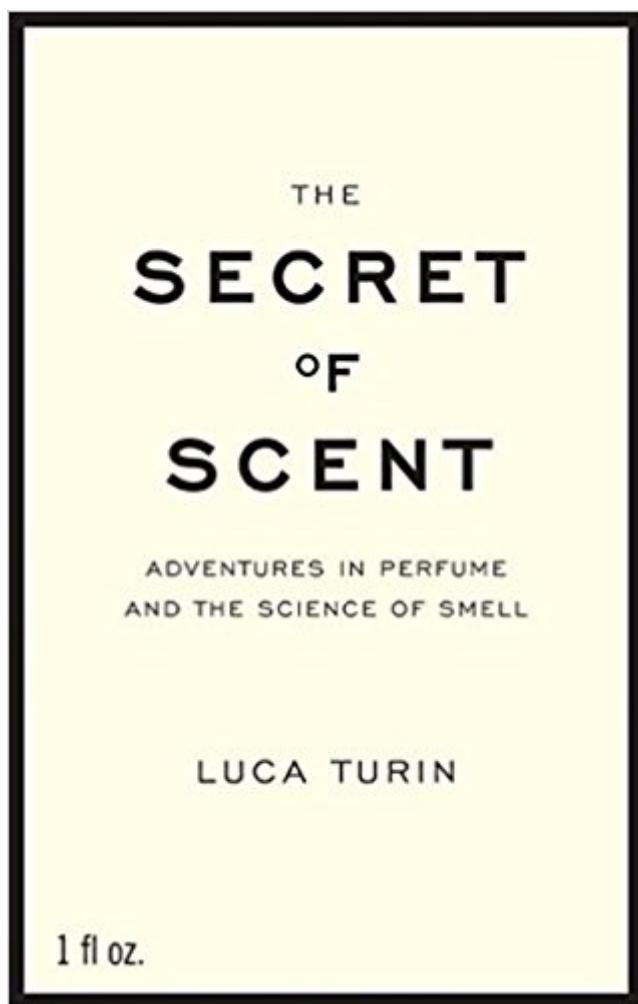


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The Secret Of Scent: Adventures In Perfume And The Science Of Smell



Synopsis

The Secret of Scent is a book about science by way of art, in which the author's passion for perfume leads him to the scientific mystery of what makes one molecule smell of garlic while another smells of rose. Readers who know Luca Turin as the lively central figure in Chandler Burr's The Emperor of Scent will remember the ongoing debate between two competing theories of smell— one based on molecular shape, the other on molecular vibrations. Now Turin himself describes in detail the science, evidence, and long history of this debate, from the beginnings of organic chemistry to the present day, and pays homage to those before him who got it right. This fascinating and accessible account will appeal to anyone who has ever wondered about smell, still the most mysterious of the senses.

Book Information

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Customer Reviews

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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The best science book of the year so far. (BBC Radio 4) A rich sensory trip  this indispensable guide to all things smelly is as good as it gets. (Sunday Telegraph) Turin writes brilliantly, with the easy confidence of the expert and the infectious enthusiasm of the true amateur. (Tim Radford, The Guardian)

Incredibly accessible and interesting writing from someone who has an advanced chemistry background. I never took chemistry and even I have very little trouble following along, as the author is terribly adept at shaping his concepts in a way that a person of average to above-average intelligence can follow. If you're interested in cooking, perfumes, or any other field that is heavily scent-oriented, this is a great book. He does write in sections that follow, one after another, rather than breaking the book into chapters, which can be a little be tedious on a reader psychologically, but his writing is cohesive and lively and he covers the topic well, with an exhaustive amount of citation one can refer to if interested in further perusing the subjects of chemistry and smell.

A little too heavy on the science part but in GREAT shape as expected and promised. Would have been a better book if it had been in simpler terms for the nonscientific person. (I flipped through the book when I got it and as soon as I saw the pictures of all the molecules(?), I closed the book and decided to pick it up later...but WILL read it when I'm in the mood for something a little "heavier")

An excellent book with very clear descriptions for the layman. The author writes with authority and good humor. I would recommend this book to any reader with curiosity about the way the world works.

This is an uncommon subject dealt with in an extremely interesting way. If you have any interest in perfume, or even if you haven't, you will not be able to put this book down.

I am smelling the world in a whole new way! This is a fun, obsessive, wonderful view into a world we don't think about much: smell! Perfumes!

Enlightening story about scents and the science of smell. Probably a scientific background would help in appreciating this tale. It is very enlightening even to the point of understanding the cost of perfumes.

Great condition, description on point

Very informative read!

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