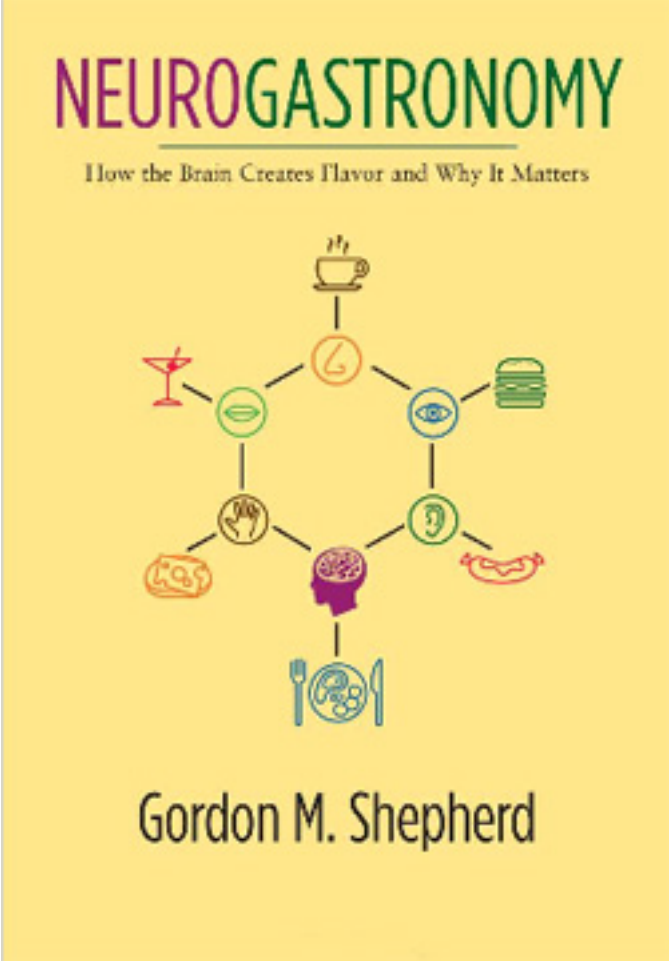
Book: Neurogastronomy: How the Brain Creates Flavor and Why It Matters

Yale UniversityYale University

YaleNews features works recently or soon to be published by members of the University community. Descriptions are based on material provided by the publishers. Authors of new books may forward publishers book descriptions to us by email.



Neurogastronomy: How the Brain Creates Flavor and Why It Matters

Dr. Gordon M. Shepherd*, professor of neuroscience*

(Columbia University Press)

In this book Dr. Gordon M. Shepherd lays the foundations for a new scientific field: neurogastronomy. Challenging the belief that the sense of smell diminished during human evolution, Shepherd argues that this sense, which constitutes the main component of flavor, is far more powerful and essential than previously believed.((

Shepherd begins with the mechanics of smell, particularly the way it stimulates the nose from the back of the mouth. As we eat, the brain conceptualizes smells as spatial patterns, and from these and the other senses it constructs the perception of flavor. Shepherd then considers the impact of the flavor system on contemporary social, behavioral, and medical issues. He analyzes flavors engagement with the brain regions that control emotion, food preferences, and cravings, and he devotes a section to foods role in drug addiction and, building on Marcel Prousts iconic tale of the madeleine, its ability to evoke deep memories.

((Shepherd connects his research to trends in nutrition, dieting, and obesity, especially the challenges that many face in eating healthily. He concludes with human perceptions of smell and flavor and their relationship to the neural basis of consciousness.

Office of Public Affairs & Communications

Share

- Recommend (0) [1]

- Email [2]
- Print [2]
- Send Us Feedback [3]

- Share [2]
- Tweet [2]

- Recent News [4]
- Most Recommended [5]

- Book: Neurogastronomy: How the Brain Creates Flavor and Why It Matters [6]
- Shakespeare at Yale this week: April 28 [7]
- Talk explores myth and reality of Brazils rise [8]
- Alcoa chair speaks at Yale [9]
- Classic works and world premieres will highlight 2012-2013 season at the Yale Rep [10]
- Q&A: How will a new definition of autism change care? [11]
- Law School clinic assists Vietnam Veterans of America obtain records that reveal illegal discharges [12]
- Get a glimpse into medicines future during Yales interactive simulcast of TEDMEDLive [13]
- New Haven Restaurant Week returns April 15-20 [14]

1. Collect, protect, connect: Yale researcher aims to rescue disappearing languages [15]
2. Message from President Levin to the Yale community [16]
3. Nobel winner is a draw for top Yale College science applicants [17]
4. Athletes winning streaks may not be all in our or their heads [18]
5. Yale alumni gain free access to JSTORs extensive online scholarly resources [19]

More News

Arts & Humanities **[20]**

- Shakespeare at Yale this week: April 28 [7]
- Poet Ilya Kaminsky to give a reading as part of the Yale Literature & Spirituality Series [21]
- Yale School of Architecture ends term with distinguished roster of speakers [22]

Business, Law, Society **[23]**

- Alcoa chair speaks at Yale [9]
- Law School clinic assists Vietnam Veterans of America obtain records that reveal illegal discharges [12]
- Lecture redux: Leading pollster offers insights into 2012 elections [24]

Campus & Community **[25]**

- Shakespeare at Yale this week: April 28 [7]
- Talk explores myth and reality of Brazils rise [8]
- F&ES master's degree candidates to present research [26]

Science & Health **[27]**

- Book: Neurogastronomy: How the Brain Creates Flavor and Why It Matters [6]
- Q&A: How will a new definition of autism change care? [11]
- Get a glimpse into medicines future during Yales interactive simulcast of TEDMEDLive [13]

World & Environment **[28]**

- Talk explores myth and reality of Brazils rise [8]
- Commentary: China's obsession with stability [29]
- F&ES master's degree candidates to present research [26]

Yale [30]

Copyright © 2012, Yale University. All rights reserved. Privacy policy. [31]
Browse our archives [32] | Contact us [3] | Office of Public Affairs & Communications [33]

- Yale home [34]
- About Yale [35]
- Academic programs [36]
- Admissions [37]
- Health & medicine [38]
- Working at Yale [39]
- Yale & New Haven [40]
- Yale & the World [41]
- Giving to Yale [42]
- News [43]

- Prospective students [44]
- Students [45]
- Parents [46]
- Faculty [47]
- Staff [48]
- Alumni [49]
- Foundations & corporations [50]
- Patients [51]
- Visitors [52]

SOURCE [6]

Source URL (retrieved on *05/20/2013 - 10:02am*):
http://www.ecnmag.com/news/2012/04/book-neurogastronomy-how-brain-creates-flavor-and-why-it-matters?qt-recent_content=0

Links:
[1] http://news.yale.edu/flag/flag/recomended/10110?destination=node%2F10110&token=0075b5ccd9ae500a1d027736be1f1fbe
[2] http://news.yale.edu/2012/04/02#
[3] http://news.yale.edu/2012/04/02/mailto:news@yale.edu
[4] http://news.yale.edu/2012/04/02/book-neurogastronomy-how-brain-creates-flavor-and-why-it-matters?quicktabs_1=0#quicktabs-1
[5] http://news.yale.edu/2012/04/02/book-neurogastronomy-how-brain-creates-flavor-and-why-it-matters?quicktabs_1=1#quicktabs-1
[6] http://news.yale.edu/2012/04/02/book-neurogastronomy-how-brain-creates-flavor-and-why-it-matters
[7] http://news.yale.edu/2012/04/01/shakespeare-yale-week-april-2-8
[8] http://news.yale.edu/2012/03/30/talk-explores-myth-and-reality-brazil-s-rise
[9] http://news.yale.edu/2012/03/29/alcoa-chair-speaks-yale
[10] http://news.yale.edu/2012/03/29/classic-works-and-world-premieres-will-highlight-2012-2013-season-yale-rep
[11] http://yalemedicalgroup.org/autism2012
[12] http://www.law.yale.edu/news/15226.htm
[13] http://news.yale.edu/2012/03/28/get-glimpse-medicine-s-future-during-yale-s-interactive-simulcast-tedmedlive
[14] http://news.yale.edu/2012/03/28/new-haven-restaurant-week-returns-

april-15-20
[15] http://news.yale.edu/2012/02/26/collect-protect-connect-yale-researcher-aims-rescue-disappearing-languages
[16] http://news.yale.edu/2012/02/20/message-president-levin-yale-community
[17] http://news.yale.edu/2012/03/01/nobel-winner-draw-top-yale-college-science-applicants
[18] http://news.yale.edu/2011/10/06/athletes-winning-streaks-may-not-be-all-our-or-their-heads
[19] http://news.yale.edu/2011/10/11/yale-alumni-gain-free-access-jstor-s-extensive-online-scholarly-resources
[20] http://news.yale.edu/topics/arts-humanities
[21] http://www.yale.edu/ism//events/YaleLiteratureSpiritualitySeriesIlyaKaminsky.html
[22] http://news.yale.edu/2012/03/27/yale-school-architecture-ends-term-distinguished-roster-speakers
[23] http://news.yale.edu/topics/business-law-society
[24] http://news.yale.edu/2012/03/28/lecture-redux-leading-pollster-offers-insights-2012-elections
[25] http://news.yale.edu/topics/campus-community
[26] http://environment.yale.edu/news/article/mem-mf-students-to-present-research/
[27] http://news.yale.edu/topics/science-health
[28] http://news.yale.edu/topics/world-environment
[29] http://www.economywatch.com/economy-business-and-finance-news/chinas-obsession-with-stability.29-03.html
[30] http://www.yale.edu
[31] http://www.yale.edu/privacy
[32] http://news.yale.edu/archives
[33] http://communications.yale.edu/
[34] http://www.yale.edu/
[35] http://www.yale.edu/about/index.html
[36] http://www.yale.edu/academics/index.html
[37] http://www.yale.edu/admissions/index.html
[38] http://www.yale.edu/medicine/index.html
[39] http://www.yale.edu/work/index.html
[40] http://www.yale.edu/newhaven/index.html
[41] http://world.yale.edu
[42] http://giving.yale.edu/
[43] http://news.yale.edu/
[44] http://www.yale.edu/gateways/prosp_students.html
[45] http://www.yale.edu/gateways/students.html
[46] http://www.yale.edu/gateways/parents.html
[47] http://www.yale.edu/gateways/faculty.html
[48] http://www.yale.edu/gateways/staff.html
[49] http://www.yale.edu/gateways/alumni.html
[50] http://www.yale.edu/gateways/foundations.html
[51] http://www.yale.edu/gateways/patients.html
[52] http://www.yale.edu/gateways/visitors.html