The Scent Of Desire: Discovering Our Enigmatic Sense Of Smell

Rachel Herz

The Scent of Desire: Discovering Our Enigmatic Sense of Smell. Until Rachel Herz told us, who would have imagined that the aesthetics and physiology of the nose would both be as rich and complicated as those of the eye and mouth and heart? A charming and informative treatise on a vital and over-looked subject. - Adam Gopnik, author of Through the Children's Gate and Paris to the Moon. The Scent of Desire fascinates readers with how and why the sense of smell is so powerful and how it is even being harnessed by business and in new innovative technologies. This book compels the reader to never again take their sense of smell for granted, because once these pages have been turned one will never forget how vital the sense of smell is to the most important aspects of our life.