



# Introduction to Perfumery

*Tony Curtis, David Williams*

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## **Introduction to Perfumery** Tony Curtis, David Williams

Intended as a first year text, no prior knowledge of perfumery is assumed, and the authors provide integrated coverage of topics from raw materials to supermarket shelves, from science to creation and through to marketing and business policy. The power of fragrances to communicate is strongly emphasized and an explicit framework of vocabulary provided. Detailed discussion is included of the new product development process and the central role of the perfume brief. For this edition, all chapters have been revised and the book is intended for any writer or researcher wishing to consider any issues relating to fragranced products.

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