

Rachel Herz, PhD

Rachel Herz, Ph.D. is a neuroscientist and leading world expert on the psychological science of smell. She has been conducting research on the sense of smell, emotion, perception, motivated behavior and cognition since 1990. Dr. Herz has published over 70 original research papers, received numerous awards and grants, co-authored several college textbooks, and is an adjunct professor at Brown University and part-time faculty at Boston College. She is also a professional consultant to various industries regarding smell, taste, food and flavor, and is frequently called upon as an expert witness in legal cases involving olfaction. Dr. Herz is the author of *The Scent of Desire: Discovering Our Enigmatic Sense of Smell* which was selected as a finalist for the “2009 AAAS Prize for Excellence in Science Books,” and *That’s Disgusting: Unraveling the Mysteries of Repulsion*, which received numerous accolades and analyzes the emotion of disgust from culture to neuroscience. Rachel Herz is currently working on a new popular science book exploring our psychology and passion for food.

For more information see: www.rachelherz.com



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