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Merry Jo Parker has over 25 years experience in applying sensory principles and practices to consumer research. In 2008 she retired as the founder, owner and CEO of Food Perspectives Inc., a guidance research and consumer insights consulting and testing firm. Founded in 1990, Food Perspectives has clients across the United States from Fortune 500 companies to small emerging companies. Food Perspectives works with product guidance and marketing consumer insights professionals offering a variety of research techniques, ranging from fieldwork to complete research services that include test design, interpretation and consulting.

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Just-About-Right (JAR) Scales: Design, Usage, Benefits, and Risks

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Preface

When we volunteered for this assignment, we did not know that it would take 10+ years to complete. Or that this document would become Manual 63. Originally conceived as a Standard Guide, the completed document was more than 200 pages in length. Several comments were received during the subcommittee balloting process that the document was too large to be a Standard Guide; thus the idea for a Manual was born. Our goal was to create THE definitive document on Just About Right scales in an easily understood, practical format and we think we have succeeded. Please tell us if you think otherwise.

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Dedication

This manual is dedicated to our hardworking colleagues at ASTM E18.04.26.
Acknowledgments

This manual represents the fruits of more than 10 years of labor by a wide range of individuals associated with ASTM International Committee E18. Through the years, E18 committee members helped ‘grow’ the manual, from setting the scope and creating the outline to writing the chapters themselves. Countless versions were edited by the E18.04.26 task group members; each and every editing session made the document more cohesive and compelling. We are particularly grateful to the case study authors, who worked with a common data set to produce the fantastic array of statistical options presented. Many of those authors ventured from their comfort zones, working with novel techniques to showcase them in a format easily read and understood. Task force members evaluated and edited these case studies, making sure that each technique was fairly presented with all its pros and cons. Janya Walsh provided the first draft of the Bibliography. A special ‘thank you’ goes to Bill Raynor of Kimberly Clark for reviewing all the statistical case studies. Tom Carr of Carr Consulting and Greg Stucky of Insights Now also deserve special recognition for their contributions. Richard Popper of P&K provided enormously helpful specific feedback on the entire document, an invaluable contribution. Scott Orthey of ASTM was our cheerleader extraordinaire, particularly as we became close to publishing. Thanks to the (changing) officers of E18 for their continual support and encouragement and to the publication staff of ASTM International, especially Kathy Dernoga and Monica Siperko. Finally, the editors thank each other for their continued dedication, dogged persistence and friendship. Neither of us could have done it alone.

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