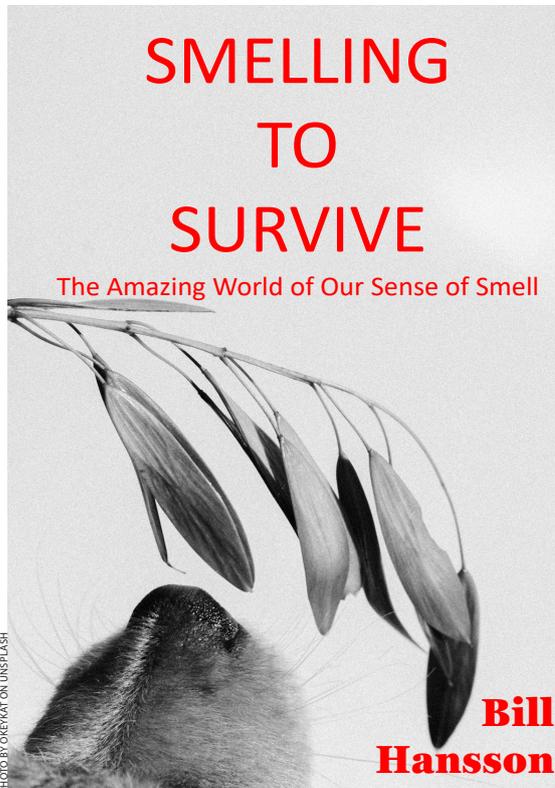


SMELLING TO SURVIVE

8 August 2022

THE AMAZING WORLD OF OUR SENSE OF SMELL

BILL HANSSON



(Holding Cover)

ISBN (Paperback): 9781915054494

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Price: £14.99 (Paperback), £9.99 (Ebook)

Extent: 352 pages

Format: 216 x 138mm

Rights Held: World English

Genre: Popular Science / Biology / Physiology

Key Selling Points:

- Written by the director of the prestigious Max Planck Institute for Chemical Ecology.
- Very topical subject in the context of the Covid-19 pandemic and loss of smell.
- No comparable book on the market that accessibly explains the sense of smell.

Comparison Title:

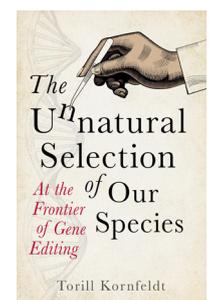
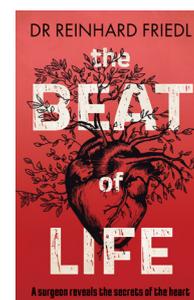
Smellosophy: What the Nose Tells the Mind, A.S. Barwich. *Nose Dive: A Field Guide to the World's Smells*, Harold McGee. *Smell: A Very Short Introduction*, Matthew Cobb.

Smell is arguably the least understood sense, yet it has always been a vital component of the human experience, and that of all living creatures. It has been used by plants and animals for millions of years to warn, to attract, to identify, to navigate and even to mislead.

Smelling to Survive explains some of these fascinating processes, and explores how the past would have smelt quite different to our ancestors, and how future technologies will further change the world of scents.

Along the way, leading scientist Bill Hansson recounts amazing stories from the world of olfactory research: from the tobacco plant that excretes an alarm odour, to mosquitos that cherish the smell of sweaty feet, to lilies that imitate the fragrance of horse manure. Hansson explains why scientists are interested in the smell that surrounds teenage males, and how climate change affects the smell of our environment. He describes research trips to Christmas Island, where crabs with particularly keen noses crack coconuts on the beach, and outlines studies that reveal how penguins recognize their partner by their scent.

Similar titles published by Hero. *The Beat of Life* (2021), *The Unnatural Selection of Our Species* (2021)



Authors:

The neuroethologist Bill Hansson, who was born in Sweden in 1959, served as Vice President of the Max Planck Society, and currently directs the Max Planck Institute for Chemical Ecology in Jena and is an honorary professor at the Friedrich Schiller University. His research centres on the question of how plants and insects communicate through scent.