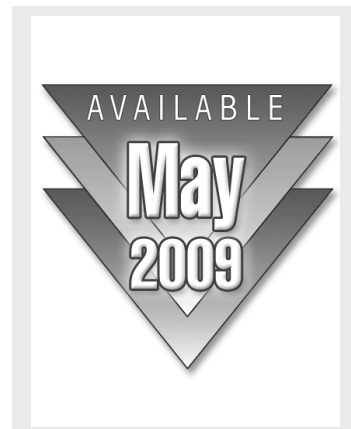


# AN INTEGRATED APPROACH TO NEW FOOD PRODUCT DEVELOPMENT

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## Key Features

- Provides comprehensive coverage of all aspects of new product development, including product innovation, management, marketing, technologies, strategy, and sales
- Outlines an Objective Based System for success in new food product development
- Explains how to target consumers needs and how to translate them into credible new product concepts
- Contains a flowchart in each chapter highlighting practical information
- Includes challenging sidebars and helpful anecdotes, models, and diagrams
- Presents real-life case studies of prominent food companies, including McDonalds, Kellogg, SoBe, Heinz, and Kraft
- Chapters include perspectives and experiences from both real world practitioners and respected academics

|| **CRC Press** ||

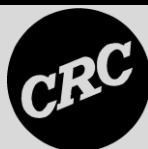
## About the Book

Today's rapidly evolving consumer frequently changes eating habits, tastes, and diet. Therefore, to secure financial solvency, food and beverage companies must continually define, develop, and market new products. This comprehensive volume integrates all aspects of the physical food and beverage product development cycle and provides perspectives on how to optimize each component of the new product equation in the food industry. It discusses both the technical and the marketing sides, emphasizing the necessity for a combined focus of both the product/process and the people/market. The inclusion of case studies makes the book suitable for a classroom text or a professional reference.

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