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## Consumer-Driven Innovation in Food and Personal Care Products (Woodhead Publishing Series in Food Science, Technology and Nutrition)

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From Woodhead Publishing : Consumer-Driven Innovation in Food and Personal Care Products (Woodhead Publishing Series in Food Science, Technology and Nutrition) before purchasing it in order to gage whether or not it would be worth my time, and all praised Consumer-Driven Innovation in Food and Personal Care Products

(Woodhead Publishing Series in Food Science, Technology and Nutrition):

Experts from around the world present changes in the global marketplace and developments in research methodologies underpinning new product development (NPD) in this essential collection. The business and marketing aspects of NPD, sometimes neglected in books of this type, are addressed alongside methods for product testing. Trends, processes and perspectives in consumer-driven NPD in the food and personal care product industries are addressed in the opening chapters of the book. Specific topics include evolution in food retailing and advances in concept research. Hedonic testing is the focus of the next section. Different viewpoints on consumer research methods and statistics for NPD are reviewed in later chapters. The final part of the book looks towards the future of innovation, covering the implications for NPD of topics such as human genetic variation in taste perception and neuroimaging. Several chapters are not standard scientific articles. Rather they are written records of conversations between two people on a particular topic related to consumer-driven innovation in foods and personal care products. In them the interviewees speak freely about their views and experiences in NPD, providing unique insights. Consumer-driven innovation in food and personal care products will broaden readers' understanding of the many approaches available to NPD personnel and ways in which they can be used to support innovation activities. Provides expert insight into the changes in the global market place and developments in research methodologies underpinning NPD. Examines the business and marketing aspects of NPD, sometimes neglected in books of this type, are addressed alongside methods for product testing. Chapters review the different viewpoints on consumer research methods and statistics for NPD

... A must for the retail trade.... A bible regarding innovation., Food and Beverage Reporter  
About the Author  
Dr Sara Jaeger is the leader of the sensory and consumer science team at the New Zealand Institute for Plant and Food Research. She is experienced in sensory science and marketing, and is a prolific author including many papers providing a unique multi disciplinary perspective in consumer science. Widely in demand as a scientific reviewer and research collaborator, and with a growing reputation as an innovative consultant, she continues to explore and develop new research methodologies to assist the food, beverage and personal care industries.  
Dr Hal MacFie is an independent food consultant, visiting Professor at the University of Reading and editor of the journal Food Quality and Preference. He is widely respected for his work in sensory and consumer science.