

1. Record Nr.	UNINA9910139689903321
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Titolo	Sensory and consumer research in food product design and development [[electronic resource] /] / Howard R. Moskowitz, Jacqueline H. Beckley, Anna V.A. Resurreccion
Pubbl/distr/stampa	Ames, Iowa, : Blackwell Pub., 2012
ISBN	1-119-94595-X 1-62198-224-6 1-283-45407-6 9786613454072 1-119-94597-6 1-119-94594-1
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (442 p.)
Collana	IFT Press series
Altri autori (Persone)	BeckleyJacqueline H ResurreccionAnna V. A
Disciplina	664/.07
Soggetti	Food - Sensory evaluation Commercial products - Testing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Sensory and Consumer Research in Food Product Design and Development; Contents; Preface; Author biographies; Acknowledgments; 1 Emerging corporate knowledge needs: how and where does sensory fit?; 2 Making use of existing knowledge and increasing its business value-the forgotten productivity tool; 3 Understanding consumers' and customers' needs-the growth engine; 4 Innovation's friend: integrated market and sensory input for food product design and development; 5 A process to bring consumer mind-sets into a corporation; 6 Developing relevant concepts; 7 High-level product assessments 8 So what can sensory do for me (or for my company)?9 What types of tests do sensory researchers do to measure sensory response to the product? and . . . why do they do them?; 10 What can sensory researchers do to characterize products? and . . . how does one select the best method?; 11 So what are the practical considerations in

actually running a test? what do I need to know? what does the rest of the company need to know?; 12 Evolving sensory research; 13 Addressable Minds™ and directed innovation: new vistas for the sensory community; Index

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## Sommario/riassunto

During the past thirty years, companies have recognized the consumer as the key driver for business and product success. This recognition has, in turn, generated its own drivers: sensory analysis and marketing research, leading first to a culture promoting the expert and then evolving into the systematic acquisition of consumer-relevant information to build businesses. Sensory and Consumer Research in Food Product Design and Development is the first book to present, from the business viewpoint, the critical issues faced by business leaders from both the research development and business

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