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Autore	Moskowitz Howard R
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Altri autori (Persone)	Beckley Jacqueline H Resurreccion Anna V. A
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Formato	Materiale a stampa
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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

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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Autore

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Titolo

RAPIN, Claude

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