

1. Record Nr.	UNINA9910144387103321
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Titolo	Concept research in food product design and development [[electronic resource] /] / Howard R. Moskowitz, Sebastiano Porretta, Matthias Silcher
Pubbl/distr/stampa	Ames, Iowa, : Blackwell Pub., 2005
ISBN	1-282-13682-8 9786612136825 0-470-29013-7 0-470-28999-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (612 p.)
Altri autori (Persone)	PorrettaSebastiano SilcherMatthias
Disciplina	664 664.072
Soggetti	Food - Sensory evaluation Commercial products - Testing Electronic books.
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	Concept Research in Food Product Design and Development; Table of Contents; How the Book Was Born-Sebastiano's Tale; Preface; 1 The Business Environment and the Role of Concept Research in that Environment; Part I Nuts and Bolts, Raw Materials, and Ratings; 2 Single Benefits Screening (Promise Testing) and More Complex Concept Testing; 3 Ideation Strategies and Their Deployment in Concept Development; 4 From Questions and Scales to Respondents and Field Execution; Part II Experimental Designs, Graphics, Segments, and Markets 5 Systematic Variation of Concept Elements and the Conjoint-analysis Approach6 Concepts as Combinations of Graphics; 7 Segmentation Approaches, Results, and the Differential Importance of Categories; 8 International Research and Transnational Segmentation; Part III Advanced Analytics; 9 Believing the Results: Reliability and Validity; 10 Response Time as a Dependent Variable in Concept Research; 11

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Sommario/riassunto

Concepts are critical for the development and marketing of products and services. They constitute the blueprint for these products and services, albeit at the level of consumers rather than at the technical level. A good product concept can help make the product a success by guiding developers and advertising in the right direction. Yet, there is a dearth of both practical and scientific information about how to create and evaluate concepts. There has been little or no focus on establishing knowledge bases for concepts. Concept development is too often relegated to the so-called "fuzzy front e

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