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Titolo	Sensory and consumer research in food product design and development [[electronic resource] /] / Howard R. Moskowitz, Jacqueline H. Beckley, and Anna V.A. Resurreccion
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Collana	IFT Press series
Altri autori (Persone)	BeckleyJacqueline H ResurreccionAnna V. A
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Soggetti	Food - Sensory evaluation Commercial products - Testing
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	8 So What Can Sensory Do for Me (or for My Company)?9 What Types of Tests Do Sensory Researchers Do? And . . . Why Do They Do Them?; 10 So What Are the Practical Considerations in Actually Running a Test? What Do Need to Know? What Does the Need to Know?; 11 Evolving Sensory Research; Index
Sommario/riassunto	The food and beverage industries today face an intensely competitive business environment. To the degree that the product developer and marketer - as well as general business manager - can more fully understand the consumer and target development and marketing efforts, their business will be more successful. 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 sensory analysts, product developers, and market researchers in the food and beverage arena. The book's un

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Descrizione fisica	1 online resource (3 pages)
Collana	House report / 69th Congress, 1st session. House ; ; no. 605 [United States congressional serial set] ; ; [serial no. 8536]
Altri autori (Persone)	ApplebyStewart Hoffman <1890-1964> (Republican (NJ)) BoxJohn C <1871-1941> (John Calvin), (Democrat (TX))
Soggetti	Aircraft accidents Aeronautics - Safety measures Claims Malicious mischief Vandalism Legislative amendments Legislative materials.
Lingua di pubblicazione	Inglese
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