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7.2 Understanding food and beverage consumers and their world

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### Sommario/riassunto

Food and beverage companies are increasingly choosing to enhance internal idea development by pursuing an 'open innovation' approach, allowing the additional exploitation of external ideas and paths to market. Drawing on a range of important case studies, Open innovation in the food and beverage industry investigates the challenges and opportunities afforded by the incorporation of open innovation into the food industry. Part one provides a comprehensive overview of the changing nature of innovation in the food and drink industry, acknowledging trends and considering the implications an

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