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Sommario/riassunto	About the Second Edition:""... a clear and thorough understanding of how the industry as a whole competes, succeeds, and in some instances fails to bring new products to the marketplace.... delivers

helpful information in a concise, organized style, bringing together diverse elements of the food industry that are all important for a new product introduction into the marketplace.... [a] should-have reference book for anyone involved in developing new food products working in or with the food industry."-Journal of Product Innovation Management, Vol. 23, No. 3</p>
