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Sommario/riassunto

Our new book 'Innovations in healthy and functional foods' endeavors to integrate two key contemporary concepts 'innovation' and 'functional and healthy foods', the major thrust in the nutrition and nutraceuticals world. This book endeavors to include topics, which have been researched in academia but have potential to be applied in food industry. A question arises in one's mind which step in the innovation process would be ideal for academia-industry collaboration. The collaboration may take place at any step in the innovation process, i.e., ideation, feasibility, development, commercialization and launch. However, we think the most ideal point is at stage zero, i.e., before even a particular project conceived. At this stage as industry scans the consumers' needs and desires they can also scan the new technology, solutions and capabilities available within academia--
