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level product assessments

8 So what can sensory do for me (or for my company)?; 9 What types of tests do sensory researchers do to measure sensory response to the product? and . . . why do they do them?; 10 What can sensory researchers do to characterize products? and . . . how does one select the best method?; 11 So what are the practical considerations in actually running a test? what do I need to know? what does the rest of the company need to know?; 12 Evolving sensory research; 13 Addressable Minds™ and directed innovation: new vistas for the sensory community; Index

Sommario/riassunto

During the past thirty years, companies have recognized the consumer as the key driver for business and product success. This recognition has, in turn, generated its own drivers: sensory analysis and marketing research, leading first to a culture promoting the expert and then evolving into the systematic acquisition of consumer-relevant information to build businesses. *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 business leaders from both the research development and business
