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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
