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Lina Paulionis, Alex Kocenas, Manki Ho, Karen Ly, Larry McGirr, and Ilana Platt Consumer Perspective on Innovation versus Need Functional Food Trends in India Rekha Mallia New Approaches for Foods and Nutrition for the Bottom of the Pyramid (Gandhi's Vision) Ashok Vaidya Consumer Reactions to Health Claims on Food Products Klaus G. Grunert and Lisa Lahteenmaki Technological Development on Healthy and Functional Foods Effect of Processing on Nutrients in Foods Fanbin Kong and R. Paul Singh Requirements for Innovative Food Packaging Kata Galic Innovation in Iron Fortification: Is the Future in Iron-Binding Milk Proteins? Ashling Ellis, Vikas Mittal, and Maya Sugiarto Stabilization of Probiotics for Industrial Application Devastotra Poddar, Arup Nag, Shantanu Das, and Harjinder Singh Application of Radio Frequency for Military Group Ration Food Package K. Luechapattanaorn, Y. Wang, J. Wang, J. Tang, L. M. Hallberg, and C. P. Dunne The Interaction between Food Components and the Innovation Pipeline Alistair Carr Innovation in Technology Development with Reference to Enzymatic Extraction of Flavonoids Munish Puri and Madan Lal Verma Novel Extraction Technology for Antioxidants and Phytochemicals Rajshri Roy, Kerrie Close, and Dilip Ghosh Innovation in Functional Food Ingredients Advances in Milk Protein Ingredients Thom Huppertz and Hashmukh Patel Probiotics as Functional Food Ingredients for Augmenting Human Health Sunita Grover, Ashwani Kumar, A. K. Srivastava, and Virender K. Batish Omega-3 Polyunsaturated Fatty Acids: Basic and Contemporary Research Issues Melinda Phang, Melissa Fry, and Manohar L. Garg Assessment of Polyphenol-Rich Foods and Beverages on Endothelial (Vascular) Function in Healthy Humans Mark L. Dreher Traditional Understanding, Modern Science, and Usage of Herbal Medicine for Diabetes Dennis Chang, Srinivas Nammi, and Suzanne Grant Market to Innovative Products Drivers and Barriers for Marketing Innovative Functional Food Products Ruth D'Souza Marketing, PR, Advertising, and Media for Brand Building of Innovative Foods and Nutritional Products M. G. Parameswaran Financial Implications of Innovations Girish P. Jakhotiya Market-Focused Innovation in Food and Nutrition Raja B. Smarta Future Trends Innovation in Food Tourism Product Distribution Timothy J. Lee, Tin-Chung Huang, and Kuan-Huei Lee Regulations and Innovations Interphase D. B. Anantha Narayana Nano-Functional Foods: Nanotechnology, Nutritional Engineering, and Nutritionally Reductive Food Marketing Gyorgy Scrinis and Kristen Lyons Sustainability of Local Food Production: A Review on Energy and Environmental Perspectives Sumita Ghosh Index

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--