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Chapter 16: Healthy Pasta: Nutritional Labeling and the Role of Messages; Part IV: Emotions and Experience; Chapter 17: Emotions and Package Design-Coffee; Chapter 18: Beyond the Stimulus to the "Experience"; Chapter 19: Homo economicus Rears Its Head; Chapter 20: Which Should I Choose?-Packages on the Shelf; Part V: Temptations of Technology; Chapter 21: Response Time; Chapter 22: Combining Eye Tracking with Experimental Design; Chapter 23: Taking Stock and Summing Up; Index

Sommario/riassunto

Packaging Research in Food Product Design and Development is the first book to comprehensively address the issues of graphics design and visual concepts, from a systematic, scientific viewpoint, yet with business applications in mind. Positioned specifically for foods and beverages, Packaging Research in Food Product Design and Development uniquely combines consumer liking, segmentation and "how to" business methodology with a detailed treatment of the different facets of concept research.
