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Nota di contenuto	Concept Research in Food Product Design and Development; Table of Contents; How the Book Was Born-Sebastiano's Tale; Preface; 1 The Business Environment and the Role of Concept Research in that Environment; Part I Nuts and Bolts, Raw Materials, and Ratings; 2 Single Benefits Screening (Promise Testing) and More Complex Concept Testing; 3 Ideation Strategies and Their Deployment in Concept Development; 4 From Questions and Scales to Respondents and Field Execution; Part II Experimental Designs, Graphics, Segments, and Markets 5 Systematic Variation of Concept Elements and the Conjoint-analysis Approach6 Concepts as Combinations of Graphics; 7 Segmentation Approaches, Results, and the Differential Importance of Categories; 8 International Research and Transnational Segmentation; Part III Advanced Analytics; 9 Believing the Results: Reliability and Validity; 10 Response Time as a Dependent Variable in Concept Research; 11 Children Compared with Adults; 12 Pricing Issues in Early-stage Concept Research; 13 Analyzing a Study: Casual-dining Restaurant; 14 Creating Products from Concepts and Vice Versa

15 Exploratory Modeling and Mapping, Simulating New Combinations, and Data Mining; Part IV Putting the Approaches to Work; 16 Developing from the Ground Up: Self-authoring Systems for Text and Package Concepts; 17 Deconstruction and Competitive Intelligence; 18 Bottom-up Innovation: Creating Product Concepts from First Principles; 19 Creating a Cyberspace Innovation Machine; Part V Databasing; 20 Creating an Integrated Database from Concept Research: The It! Studies; 21 Highlights and Insights from the It! Studies: Crave It! and Eurocrave; 22 Highlights and Insights from the Drink It! Study; 23 Understanding Brand Names in Concepts; 24 Emotion in Concepts; Part VI The Grand Overview; 25 Concept Development and the Consumer-insights Business; 26 Scientific and Business Realpolitik: Insights from Selling New Ideas for Concept Research; 27 Two Views of the Future: Structured Informatics and Research Unbound; Index

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## Sommario/riassunto

Concepts are critical for the development and marketing of products and services. They constitute the blueprint for these products and services, albeit at the level of consumers rather than at the technical level. A good product concept can help make the product a success by guiding developers and advertising in the right direction. Yet, there is a dearth of both practical and scientific information about how to create and evaluate concepts. There has been little or no focus on establishing knowledge bases for concepts. Concept development is too often relegated to the so-called "fuzzy front e

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