

1. Record Nr.	UNINA9910974546503321
Titolo	Innovation in healthy and functional foods // edited by Dilip Ghosh. [et al.]
Pubbl/distr/stampa	Boca Raton, FL, : CRC Press, 2012 Boca Raton, Fla. : , : CRC Press, , 2013
ISBN	1-04-007874-5 0-429-18940-0 1-4398-6269-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xviii, 598 p.) : ill
Classificazione	MED060000TEC012000
Altri autori (Persone)	GhoshDilip K
Disciplina	641.3/02
Soggetti	Agricultural innovations Food industry and trade - Technological innovations Functional foods Natural foods industry - Technological innovations Natural foods - Processing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction The Innovation Journey: How to Improve R&D Leverage and Speed to Market Dilip Ghosh, Shantanu Das, Debasis Bagchi, and Raja B. Smarta Innovations in Functional Food Industry for Health and Wellness Parigi Ramesh Kumar and V. Prakash Developments and Innovations in Dietary Supplements and Functional Foods M. L. Shankaranarayana, Jayant Deshpande, and Abhijit Bhattacharya Innovation in Food Safety and Regulation Kalpagam Polasa and B. Sesikeran Creating and Establishing Networks for the Commercialization of Innovations Leena Aarikka-Stenroos and Birgitta Sandberg Market and Trends The Regulation and Marketing of Nutraceuticals and Functional Foods in Europe: The Broader Impact of the Nutrition and Health Claims Regulation Patrick Coppens Market and Marketing of Functional Foods and Dietary Supplements in America Philip E. Apong Dairy Innovations and Market Growth in India Raka Saxena, A. K. Srivastava, and A. K. Singh Changing Global Food Consumption Patterns: An Economic Perspective Srikanta Chatterjee

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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--
