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Altri autori (Persone)	JaegerSara R MacFieHal
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Nota di contenuto	pt. I. New product development head-on : trends, processes and perspectives -- pt. II. Hedonic scaling in new product development : past, present and future -- pt. III. Consumer research methods in new product development -- pt. IV. Statistics and new product development -- pt. V. New product development in the future : new consumer trends, new science.
Sommario/riassunto	Experts from around the world present changes in the global marketplace and developments in research methodologies underpinning new product development (NPD) in this essential collection. The business and marketing aspects of NPD, sometimes neglected in books of this type, are addressed alongside methods for product testing. Trends, processes and perspectives in consumer-driven NPD in the food and personal care product industries are addressed in the opening chapters of the book. Specific topics include evolution in food retailing and advances in concept research. Hedonic testing is the