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business strategy; 2.3 Building up the innovation strategy; 2.4 Getting the innovation strategy right; 2.5 Focusing the product development programme; 2.6 Developing the product development strategy; 2.7 Planning the product development programme; 2.8 References; Chapter3. The product development process; 3.1 Product strategy; 3.2 Product design and process development; 3.3 Product commercialisation; 3.4 Product launch and evaluation; 3.5 Service in product development; 3.6 Where is the product development process going?; 3.7 References; Chapter4. The knowledge base for product development; 4.1 Technology, knowledge and the food system; 4.2 Knowledge management or knowledge navigation?; 4.3 Necessary knowledge for product development; 4.4 Tacit knowledge in product development; 4.5 Creating knowledge in product development; 4.6 References; Chapter5. The consumer in product development; 5.1 Understanding consumer behaviour; 5.2 Understanding food choice; 5.3 Consumers' avoidance and acceptance of new products; 5.4 Integrating consumer needs and wants in product development; 5.5 Sensory needs and wants in food product development; 5.6 Consumers in Stage 1: Product strategy development; 5.7 Consumers in Stage 2: Product design and process development; 5.8 Consumers in Stage 3: Product commercialisation; 5.9 Consumers in Stage 4: Product launch and evaluation; 5.10 References; Part III: Managing and improving product development; Chapter6. Managing the product development process; 6.1 Principles of product development management; 6.2 People in product development management; 6.3 Designing the PD Process; 6.4 Establishing key decision points and the decision makers; 6.5 Establishing outcomes, budgets and constraints; 6.6 Organising the PD Process; 6.7 Managing the PD Process; 6.8 Company organisation for product development; 6.9 References; Chapter7. Case studies: product development in the food system; 7.1 Primary production: creating a new apple variety; 7.2 Development of Thai mango products and their competitive advantage in export markets; 7.3 Industrial products: PD Process and management for whey proteins; 7.4 Consumer products: new products and a new platform in variety sauces

Sommario/riassunto

Product development is the lifeblood of the food industry, from refining an established product range to developing completely new products. It is, however, a process fraught with risk that often ends in failure. So what then are the keys to making the process a success? Drawing on a wealth of experience gathered over 40 years, Food product development provides the answers. The first half of the book examines the four core elements of product development: the business strategy directing product development; the various steps in the product development process; the knowledge required