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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 MiningPart 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 Concepts24 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

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
