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| Altri autori (Persone)  | ReisnerMichele<br>LawlorJohn Ben<br>DelizaRosires   |
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| Nota di contenuto       | Packaging Research in Food Product Design and Development; Contents; Authors; Preface; Acknowledgments; Part I: Methods, Materials, and Mind-Sets; Chapter 1: A Practitioner's Guide to Research, or What You Should Know; Chapter 2: Consumer Packaging: Important Functionally, but Not Attitudinally; Chapter 3: Starting at the Beginning: Experimenting to Discover What Shape "Wins"; Chapter 4: Patterns in Packages: Learning from Many Packages and Many Attributes; Chapter 5: A Gentle Introduction to the World of Systematics; Chapter 6: Identify What Works by Letting the Competition Do the Work<br>Chapter 7: Psychophysics and the Issue of Price/ValuePart II: Ideas and Inspirations; Chapter 8: Idea Factories: Where Do Packaging (and Other) Ideas Come from?; Chapter 9: Defining the New Package: Specifying the Package at the Concept Level; Chapter 10: What Should My Package Say?; Chapter 11: What Concepts Tell Us versus What Packages Tell Us for the Same Product-Case History: Pretzels; Chapter 12: "Closing in on the Container"; Chapter 13: Action and Reality: Using Video for the Package Experience; Part III: Health and Hope; Chapter 14: Do Labels |

## Make a Difference?

Chapter 15: Understanding Nutritional Labeling: Case Study-Ice CreamChapter 16: Healthy Pasta: Nutritional Labeling and the Role of Messages; Part IV: Emotions and Experience; Chapter 17: Emotions and Package Design-Coffee; Chapter 18: Beyond the Stimulus to the "Experience"; Chapter 19: Homo economicus Rears Its Head; Chapter 20: Which Should I Choose?-Packages on the Shelf; Part V: Temptations of Technology; Chapter 21: Response Time; Chapter 22: Combining Eye Tracking with Experimental Design; Chapter 23: Taking Stock and Summing Up; Index

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### Sommario/riassunto

Packaging Research in Food Product Design and Development is the first book to comprehensively address the issues of graphics design and visual concepts, from a systematic, scientific viewpoint, yet with business applications in mind. Positioned specifically for foods and beverages, Packaging Research in Food Product Design and Development uniquely combines consumer liking, segmentation and "how to" business methodology with a detailed treatment of the different facets of concept research.

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