



Food Product Development: Based on Experience

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Food Product Development: Based on Experience From Brand: Wiley-Blackwell

Improve your product development success ratio!

This IFT Basic Symposium is the collective work of a team of seasoned food industry consultants whose experiences and observations provide a "how to" guide of successful product and process development. Their information-packed presentations will deepen and broaden the food technologist's knowledge of food product development to the sphere beyond the laboratory.

Authors address the following key components of product development:
Managing the Product Development Process, Consumer & Market Research,
Making It Happen, Cost & Pricing

A case study and several short case history lessons illuminate product development from perspectives that include consumer and marketing needs, manufacturing ramifications, communication issues, food safety systems, shelf life techniques, and distribution elements.

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Review

"This is one of the IFT Basic Symposium Series. The 198 pages, in 14 chapters, were written by eight experts - new product development giants.

These contents originate from a series of structured courses with emphasis on personal experience, practical and realistic case studies, and many tangible examples" (*Food & Beverage Reporter*, April 2004)

From the Back Cover

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