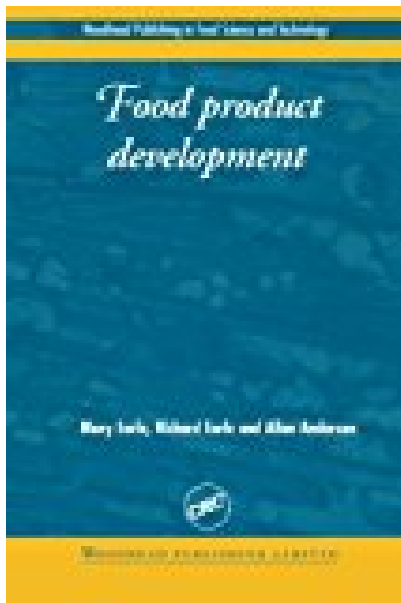


Food Product Development Maximising Success Woodhead Publishing Series in Food Science Technology and Nutrition



BOOK DETAILS

- Author : M Earle
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BOOK SYNOPSIS

Product development, from refining an established product range to developing completely new products, is the lifeblood of the food industry. It is, however, a process fraught with risk, often ending in failure. What are the keys to making the process a success? Based on a wealth of experience gathered over 40 years, Food Product Development provides the answers. After an introductory chapter, the first half of the book considers the four core elements of product development: the overall business strategy which directs product development, the various steps in the product development process itself, the knowledge required to fuel the process and, last but not least, keeping product development focused on consumer needs and aspirations. The second part of the book looks at managing the product development process in practice with four case studies of successful product launches. It also discusses how to evaluate and improve the process to make future product innovation more successful. Filled with examples and practical suggestions, and written by a distinguished team with unrivalled academic and industry expertise, Food Product Development will be an essential guide for R & D and product development staff, and all managers concerned with this key issue throughout the food industry. Mary D. Earle and Richard L. Earle are both Professors Emeritus in Massey University, New Zealand. Mary Earle is a pioneer in product development research, and both she and her husband have worked with industry on numerous product development projects. Allan M. Anderson is Chief Executive of the New Zealand Dairy Research Institute, the central R & D organisation for the New Zealand dairy industry, and has extensive experience of managing successful product development projects.

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