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To compete in today's marketplace, food product developers are under pressure to create innovative new products at a time when there are demands on them to do more with less of everything. In Accelerating New Food Product Design and Development, a group of seasoned food industry business professionals and academics show today ' s food scientists, technologists, and product developers the contemporary R&D processes they

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Accelerating New Food Product Design and Development is of value to a number of audiences. For food industry executives, it offers a summary of perspectives of the business they are in from unique viewpoints. Academics and students gain a real world perspective of what is occurring in the food industry at the beginning of the 21st Century.

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Written primarily for directors and managers of food design and development, food scientists, technologists, and product developers, this book explains all the necessary information in order to help meet the increasing demands for innovation in an industry that is providing fewer resources. This upd...

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This updated edition, by a group of seasoned food industry business professionals and academics, provides a real-world perspective of what is occurring in the food industry right now, offers strategic frameworks for problem solving and R&D strategies, and presents methods needed to accelerate and optimize new product development.

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--Understanding Product Development in Today's Food Industry.HOW DID THE FOOD INDUSTRY GET (FROM THERE) TO HERE?

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