



New Food Product Development: From Concept to Marketplace, Third Edition

Gordon W. Fuller

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About the Second Edition:

"... a clear and thorough understanding of how the industry as a whole competes, succeeds, and in some instances fails to bring new products to the marketplace.... delivers helpful information in a concise, organized style, bringing together diverse elements of the food industry that are all important for a new product introduction into the marketplace.... [a] should-have reference book for anyone involved in developing new food products working in or with the food industry."

—Journal of Product Innovation Management, Vol. 23, No. 3

See what's new in the Third Edition:

- Examination of modern marketing techniques such as neuromarketing technology, test market modeling software, and social network marketing
- Exploration of economic challenges and how to do more with less to combat rising food commodity prices and lower carbon footprint
- Cohesive overview of all aspects of new food product development technologies and advances
- In-depth review of techniques of new product development and simulated test markets
- Expanded discussion of the problems specific to product development for the food service industry

With new material highlighting the latest trends and science in marketing and electronic communication and their combined effect on market research, **New Food Product Development: From Concept to Marketplace, Third Edition**, describes stages of development in detail, beginning with sources of ideas and moving through development, final screening, and introduction into the marketplace. Drawing on his extensive experience in new food product development, the author outlines ways a company can organize for new product development and optimize available resources. He focuses on the roles, functions, and interactions of the members of the food product development team, other company departments, and outside resources in the food product development process. A well-grounded, broad perspective in the fundamentals of the new food development process in industry, this new edition of a bestseller clearly delineates cost-effective best practices for bringing new products to market.

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