



Accelerating New Food Product Design and Development

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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 need to maximize speed, quality, and efficiency.

"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. And for practicing food scientists and allied professionals, the book provides strategic frameworks for problem solving and the R&D strategies, processes, and methods needed to accelerate and optimize new product development.

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