



Case Studies in Food Product Development (Woodhead Publishing Series in Food Science, Technology and Nutrition)

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New product development is vital for the future of the food industry. Many books have been written on NPD theory over the last 40 years, but much can still be learnt by studying actual experiences of NPD. Case studies in food product development describes specific NPD projects in a variety of industries internationally and also records overall comments, written by the very people who have completed the projects.

Part one outlines new product development in the food industry and part two views product development strategy and management in different companies and organisations. Parts three, four and five are twelve case studies on respectively the product development process, technological development, consumer and market research. Part six considers product development in practice and the final chapter demonstrates how product developers are being educated.

The case studies are written by experienced product developers talking openly about experiences with their own products. It is hoped that those faced with similar challenges will gain from these real life experiences.

Mary and Dick are also co-authors with Allan Anderson of Food product development, which has achieved international success. Case studies in food product development is a complement and a practical companion to this book.

- Describes new product development in a variety of international industries
- Outlines new product development in the food industry and views product management and strategy in different organisations
- Includes case studies focusing on the product development process, technological development, and consumer and market research



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Editorial Review

Review

This publication is unique because both technical and marketing people, regardless of their role in a food business, can gain valuable knowledge on NPD in one volume. For any person with any involvement in food product development, I consider the 400 pages essential reading., Food New Zealand

A useful reference text and education tool in product development as it approaches the subject from many angles., International Journal of Dairy Technology

This fine publication compliments the earlier book *Food product development*. Together, these two books are a complete guide to the discipline of New Product Development (NPD) - the cornerstone of all successful companies., Food New Zealand

About the Author

Mary Earle and Richard Earle are both Emeritus Professors at Massey University, New Zealand. They have worked on numerous NPD projects spanning the food industry worldwide.

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