



Sensory and Consumer Research in Food Product Design and Development

Howard R. Moskowitz, Jacqueline H. Beckley, Anna V. A. Resurreccion

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The food and beverage industries today face an intensely competitive business environment. To the degree that the product developer and marketer - as well as general business manager - can more fully understand the consumer and target development and marketing efforts, their business will be more successful. *Sensory and Consumer Research in Food Product Design and Development* is the first book to present, from the business viewpoint, the critical issues faced by sensory analysts, product developers, and market researchers in the food and beverage arena. The book's unique perspective stems from the author team of Moskowitz, Beckley, and Resurreccion, three leading practitioners in the field, who each combines an academic and business acumen. The beginning reader will be introduced to systematic experimentation at the very early stages, to newly emerging methods for data acquisition/knowledge development, and to points of view employed by successful food and beverage companies. The advanced reader will find new ideas, backed up by illustrative case histories, to provide yet another perspective on commonly encountered problems and their practical solutions. Aimed toward all aspects of the food and beverage industry, *Sensory and Consumer Research in Food Product Design and Development* is especially important for those professionals involved in the early stages of product development, where business opportunity is often the greatest.

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