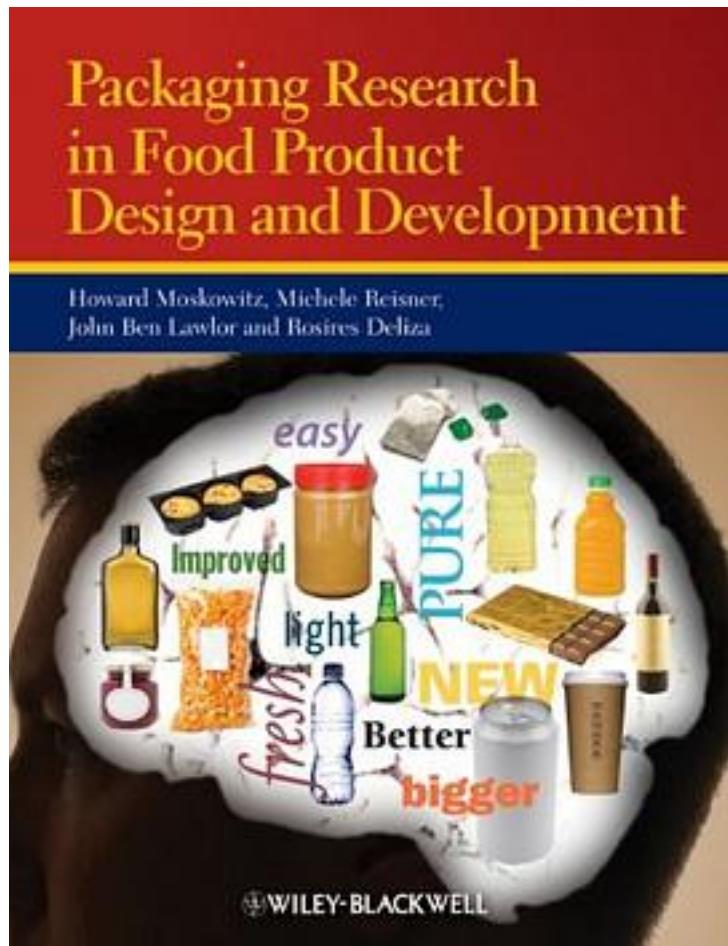


# Packaging Research in Food Product Design and Development



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Packaging Research in Food Product Design and Development is the first book to

comprehensively address the issues of graphics design and visual concepts, from a systematic, scientific viewpoint, yet with business applications in mind. Positioned specifically for foods and beverages, *Packaging Research in Food Product Design and Development* uniquely combines consumer liking, segmentation and “how to” business methodology with a detailed treatment of the different facets of concept research.

作者介绍:

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