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With contributions from seasoned product developers talking openly about their experiences, this compendium describes and comments on specific New Product Development (NPD) projects in a variety of industries internationally. Edited by Mary and Richard Earle, Emeritus Professors at Massey University, New Zealand, who have worked on numerous NPD projects in many countries, this book outlines new product development theory and considers different strategies and management decisions. Twelve case studies highlight product development, technological development, and consumer and market research. The book demonstrates product development in practice as well as how product developers are educated.

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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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