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## Breakthrough Food Product Innovation Through Emotions Research

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By David Lundahl

Oxford Elsevier LTD Jan 2012, 2012. Buch. Book Condition: Neu. 243x161x20 mm. Neuware - Brand owners are in crisis. Consumer trust is at an all time low. Over 95% of all consumer product launches in the packaged goods sector fail to achieve their goals for success. This book gives a clear answer to why success rates are so low in the consumer packaged good industry and lays out a roadmap for product innovation - to make ideas successful. This book will inspire the reader to make a paradigm shift in how they approach product innovation - to be driven by the science of consumer behavior. The basic premise for this book is that emotions are at the root of all consumer motivations. Therefore, an innovation process focused on identifying how to turn up or down emotions that drive behavior will lead to product success. The applications of this process will be presented with several product success stories that show that understanding consumer behavior leads to deeper emotive connectivity, a broader playing field for differentiation, and speed to market. Using case studies and real-world examples of product launch successes and failures, Behavior Driven Innovation is a must-read for those involved in...



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