

Biotechnology is the ultimate guide to the purpose, practice and implications of this complex technology. The book gives a comprehensive account of the theory and practice of cereal biotechnology, and a detailed explanation of product developments, specific applications and current regulations. An analysis of the potential benefits for the producers and the consumers is also presented, as is an examination of the potential risks raised by this new technology. Finally, an insight into the question of consumer acceptability is given.

The book contains eleven chapters, and starts with an introduction into cereals and biotechnology, and then individual chapters go on to discuss the genetic transformation of wheat, barley, rice and maize, where the strengths and weaknesses of conventional processes are illustrated. The book carries on to describe product development in cereal biotechnology, the use of biotechnology to add value to cereals (from weed control and disease resistance to improved nutritional properties), and molecular biological tools in cereal breeding. Several chapters then follow on current practices in milling, baking, malting, brewing and distilling. Finally, current practice in cereal production is covered, and the book closes with a summarising and concluding chapter. Perhaps the most important chapter in the book is on risk assessment and legislative issues, where the potential risks raised by this new technology are considered, and frameworks for assessing and dealing with areas of concern are suggested.

Cereal Biotechnology is an authoritative reference for food processors on a key new technology, and is also an essential guide for biotechnologists on the range of commercial applications within cereals processing. This book examines both the academic and industrial sides of cereal biotechnology, and also provides an important contribution to the debate for everyone concerned with genetic modification in food processing. This well structured readable text is an essential resource for the cereal processing industry, plant breeding companies, practising plant molecular biologists, environmental and government organisations and libraries and information centres.

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Developing New Food Products for a Changing Marketplace

Aaron L. Brody, John B. Lord (Eds.); Technomic Publishing Company, Inc., Lancaster, 2000, xxviii + 496 pages, ISBN 1-56676-778-4 (£79.95)

Changes in the food industry have been massive during the last few years, greatly affecting the role of new products and altered standard products. *Developing New Food Products for a Changing Marketplace* is a truly cross-functional book, which describes the complex process of developing new food products. This comprehensive book deals with all aspects of new product development, bringing together science and business in a unique way. It links food and packaging techniques with marketing strategies and demonstrates the importance of a broad-based approach to education and to business strategy. This book is a complete theoretical and practical manual for food product development, and the theory in the book is supported with plenty of real life examples.

The recent emphasis for new products is on speed and shorter life cycles. The text contains prominent chapters on product policy and goals, and the role of business strategy, product portfolios, and product selection. *Developing New Food Products for a Changing Marketplace* begins with chapters on the United States' food industry and its imperative for new products, the marketing drive for new food products, product policy and goals, and new product failure and success. Ensuing chapters cover the food product development process, product concepts and concept testing, and food science, technology and engineering overviews for product development.

The development of packaging for food products, new product organisation, the technical development of innovative new food products, and the research and development driven product evaluation in early stage development are also discussed in the text. Subsequent chapters cover the shelf life of packaged foods (its measurement and prediction) and give an introduction on the development of an integrated packaging design methodology. Innovative food packaging graphics and testing, mandatory food package labelling in the United States, and launching a new product are also dealt with in the text. Finally, public policy issues are tackled.

The text is a collaborative effort between leading experts from academia, the food industry and consultants. It prepares students, food scientists and others pursuing a role in the food sector for the requirements of business and assists them in developing products that can be effectively marketed and processed. The book may also be of value to new brand and product development executives and practitioners. It is also an ideal reference for food industry marketing, and can be used

as a textbook in university business and food science and technology departments.

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Medical Textiles

S. Anand (Ed.), Woodhead Publishing Ltd, Abington, 2001, 237 pp., £95.00, ISBN 1-85573-494-X

Medical textiles constitute a major growth area in technical textiles: it has been predicted that this will account for nearly 12% of the worldwide market in four years' time. The diversity of applications encountered in medical and healthcare products is quite remarkable: it currently ranges from simple gauzes or bandages through to scaffolds for tissue culturing and to prostheses for permanent body implants. Recent advances have included fibres for cell growth, bioresorbable supports for growing human organic

tissue, and the development of smart fibres based on naturally occurring polymers for the treatment of wounds and ulcers.

Medical Textiles presents the Proceedings of the International Conference held at Bolton Institute in the UK on 24/25 August 1999. A total of 28 papers were presented under six different headings: modern materials and processes; compression and bandaging; healthcare and hygiene; wound care; implantable devices; and test methods. The edited papers give a fascinating insight into the current state and depth of research and development taking place worldwide in this growing and rapidly changing field.

This book of original edited papers is well-presented and thoughtfully structured, enabling the reader to appreciate and understand the future potential of medical textiles in the twenty-first century. It is recommended for both researchers and industry professionals involved in healthcare, medicine, textiles, materials and numerous other related disciplines.

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