

Book Review

Creating new foods: the product developers guide

M. Earle, R. Earle (Eds.); Chadwick House Group Ltd, UK, 200?, xi + 190 pages, ISBN 1-902423-41-0, £ 49.95

The continuous development of new products provides the basis for a business strategy in many companies of the food industry. This requires strategic implementation processes to deliver innovation into a company. The product development process is loosely structured allowing for changes in the company, the product, processing, marketing and personnel. *Creating New Foods: the product developers guide* is aimed at introducing management into a systematic approach that integrates the numerous research areas, identifies activities, outcomes and decisions during a project. As a final outcome the book is intended to provide an outcome where there is more product success, minimal costs involved, faster and reliable products.

This book outlines the product development process in four stages: product strategy development, product design and process development, product commercialisation and product launch and evaluation. Chapter 1 gives an introduction to the product development process with a brief description of each of the four stages. Chapter 2 deals with the organisation of the product development project which has roles in coordinating the decisions, outcomes, activities and the project aims, constraints, activities and techniques. Chapters 3 and 4 then go on to discuss the product strategy development. These chapters cover the

idea generation and screening and product concepts and design specifications. Chapter 5 moves on to the controlled design of the product and its process to produce a product that has optimum qualities. Chapter 6 focuses on the product commercialisation where the aim is to alter the final product prototype into an innovative commercial product that can be launched into the market. This leads onto Chapter 7 which describes the activities of a product launch and its evaluation. The book concludes with a summary bringing it together (Chapter 8).

This book is an interactive text with numerous *think breaks* throughout encouraging practical applications and stimulating further reading. There are also *project breaks* presented at the end of each chapter inviting the reader to solve typical problems and gives some examples too. The five references contained at the end of each chapter is specific to the material contained within that chapter. A list of useful product development books are noted at the end of Chapter 8. The book is a useful source of information for food processors/developers, those involved in food science, technology and marketing.

Jamie Mistry

John F. Kennedy*

*Chembiotech Laboratories,
Institute of Research and Development,
University of Birmingham Research Park,
Birmingham B15 2SQ, UK*

* Corresponding author.