

options: *plants* (with general information, etymology, botany, habitat, botanical synonyms, vernacular names, drugs and photos), *drugs* (contains information about usage, dosage, modes action, use restrictions, specification, substances usage in foods, herbal drugs synonyms, vernacular names, indication, safety, monographs, literature, efficacy), *substances* (this section has a search string of substances), *glossary* contains a selectable list of terminology from A to Z and, finally, the last option is *literature*, where you can search by author or by a full text. You can easily move between sections using the icons at the top of the screen.

This is an interesting volume providing detailed information on herbal remedies in a very easy and comfortable to use way.

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Gordon W. Fuller, editor. New Food Product Development From Concept to Marketplace, CRC Press, Florida, USA, 2005, 388 pp., £49.99. ISBN 0-8493-1673-1.

New Food Products and their development can be written about from many perspectives: that of the consumer, that of the company's management, that of a food journalist—often describing what went wrong. Each perspective contributes something to the study of new products and their development, but each also brings a bias reflecting the position of the contributor.

All this new material needs to meet with the following criteria. It has to make a substantial intellectual or technical

contribution to the understanding of the problems of new food product development; or it has to illustrate cautionary issues associated with the new product development process. In addition, the material has to describe the real world environment of product development and not describe what many authors wish the real world to be.

An exploration of the mystique surrounding new product development requires first a complete understanding of the terms used and, here especially, the terms as they will be used in this book. Agreement on these terms is important in describing and understanding the new food product development process.

New Food Product Development describes in details, beginning with sources of ideas, and then moving through development, final screening, and introduction into the marketplace. This volume also incorporates the latest technologies and advances in a cohesive overview of all aspects of new food product development, presents and evaluates techniques of new product development and simulated test markets, as well as, it includes expanded discussion of the unique problems of product development for the food service industry.

In this way, this revision of the 1994 edition has been completely reorganized with much material added. This book is a best seller providing you a comprehensive overview of the new food product development process and a full-vision about: New Food Products and New Food Product Development in a nutshell.

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