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By Howard R. Moskowitz

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http://www.decisionanalyst.com/publ_art/prodtes1.dai

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Using market research to create new products, Carrying out product research. Concept testing for new products can be very challenging.

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<http://www.ift.org/Knowledge-Center/Learn-About-Food-Science/K12-Outreach/Video-and-Media/From-Concept-to-Consumer.aspx>

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Food Product Concepts and Concept Testing by a -

Food Product Concepts and Concept Testing Chapter 5 The Hierarchy of Effect Models Model centers on stages consumers go through responding too Marketing

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