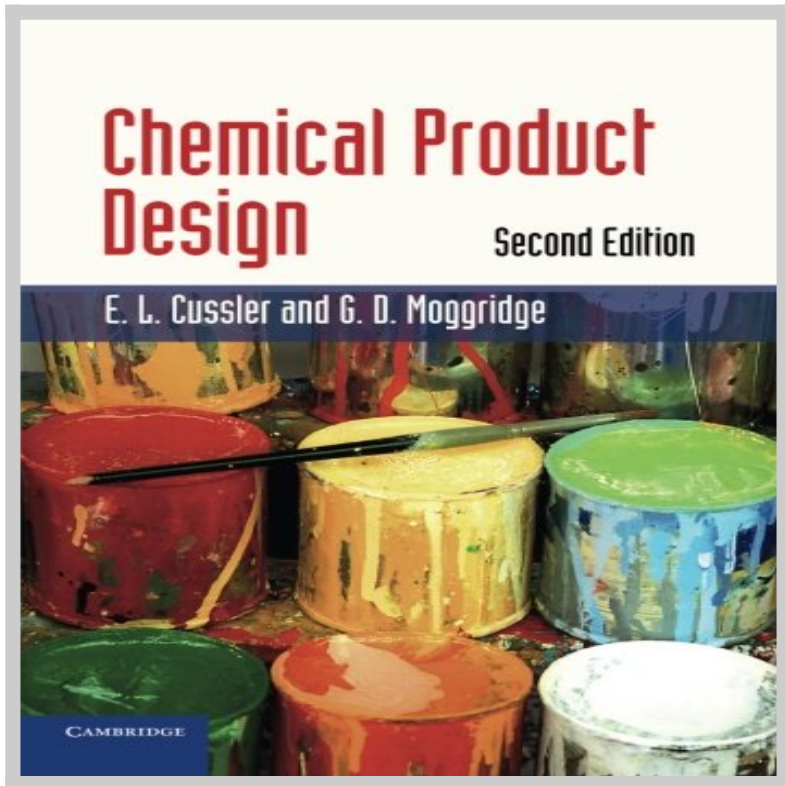


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lutein, and beverages which are more satisfying. For different groups of products the authors supply both strategies for design and summaries of relevant science. Economic analysis is expanded, emphasizing the importance of speed-to-market, selling ideas to investors and an expectation of limited time in the market. Extra examples, homework problems and a solutions manual are available.