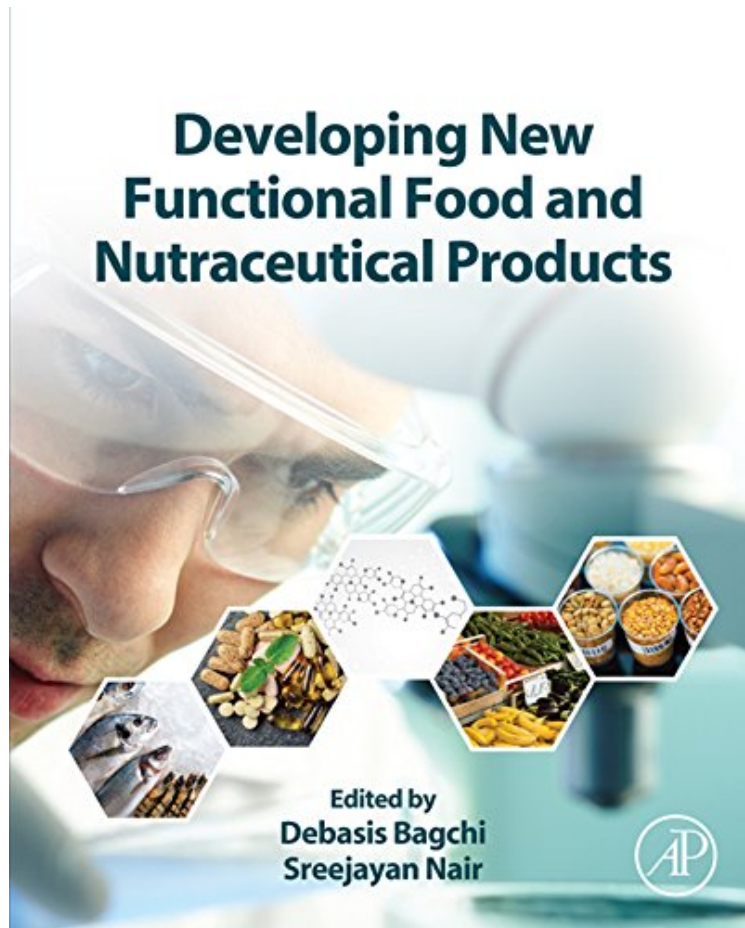


Developing New Functional Food and Nutraceutical Products

From Academic Press

*DOC | *audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



READ ONLINE

#2901861 in eBooks 2016-09-19 2016-09-19 File Name: B01LYLA8X9 | File size: 33.Mb

From Academic Press : Developing New Functional Food and Nutraceutical Products before purchasing it in order to gauge whether or not it would be worth my time, and all praised Developing New Functional Food and Nutraceutical Products:

Developing New Functional Food and Nutraceutical Products provides critical information from conceptualization of new products to marketing, aiming to present a solid understanding of the entire process through detailed coverage of key concepts, namely innovation, regulation, manufacturing, quality control, and marketing. Chapters provide insights into market and competitive analysis, product design and development, intellectual property, ingredient sourcing, cost control, and sales and marketing strategies. Examines key considerations in product development Provides a streamlined approach for product development Addresses manufacturing and quality control challenges Includes key lessons for a successful product launch and effective marketing

About the Author Debasis Bagchi, PhD, MACN, CNS, MAChE, received his Ph.D. in Medicinal Chemistry in 1982. He is a Professor in the Department of Pharmacological and Pharmaceutical Sciences at the University of Houston College of Pharmacy, Houston, TX, and Chief Scientific Officer at Cepham Research Center, Piscataway, NJ, Adjunct Faculty in Texas Southern University, Houston, TX. He served as the Senior Vice President of Research Development of InterHealth Nutraceuticals Inc, Benicia, CA, from 1998 until Feb 2011, and then as Director of Innovation and Clinical Affairs, of Iovate Health Sciences, Oakville, ON, until June 2013. Dr. Bagchi received the Master of American College of Nutrition Award in October 2010. He is the Past Chairman of International Society of Nutraceuticals and Functional Foods (ISNFF), Past President of American College of Nutrition, Clearwater, FL, and Past Chair of the Nutraceuticals and Functional Foods Division of Institute of Food Technologists (IFT), Chicago, IL. He is serving as a Distinguished Advisor on the Japanese Institute for Health Food Standards (JIHFS), Tokyo, Japan. Dr. Bagchi is a Member of the Study Section and Peer Committee of the National Institutes of Health (NIH), Bethesda, MD. He has published 321 papers in peer reviewed journals, 30 books, and 18 patents. Dr. Bagchi is also a Member of the Society of Toxicology, Member of the New York Academy of Sciences, Fellow of the Nutrition Research Academy, and Member of the TCE stakeholder Committee of the Wright Patterson Air Force Base, OH. He is also Associate Editor for the Journal of Functional Foods, Journal of the American College of Nutrition, and the Archives of Medical and Biomedical Research, and is also serving as Editorial Board Member of numerous peer reviewed journals, including Antioxidants Redox Signaling, Cancer Letters, Toxicology Mechanisms and Methods, and The Original Internist, among others. Dr. Sreejayan Nair is a Professor of Pharmacology and the Associate Dean for Research in the School of Pharmacy, College of Health Sciences, University of Wyoming. He also serves as the Director of the interdisciplinary Biomedical Sciences Graduate Program in the University of Wyoming. Dr. Nair earned his bachelors, masters and PhD degree in Pharmaceutical Sciences from the College of Pharmaceutical Sciences, Manipal, India. He received his post-doctoral trainings at the Department of Medicine-II, Ludwig Maximillians University, Klinikum Grosshadern, Munich, Germany, and at the Department of Physiology, University of Tennessee Health Sciences Center, Memphis, TN. His research interests are diabetes and cardiovascular disease. He has published over 75 research papers in peer-reviewed journals and presented at various national and international conferences. His research has been funded by the American Heart Association, American Diabetes Association, and the National Institutes of Health. He has co-edited three books related to diabetes and cardiovascular disease. He is a Fellow of the American College of Nutrition.