

**Product
Testing
with
Consumers
for
Research
Guidance**

Louise S. Wu, editor

STP 1035



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Foreword

This publication, *Product Testing with Consumers for Research Guidance, ASTM STP 1035*, contains papers presented at the symposium of the same name held in Baltimore, MD on 17 May 1988. The symposium was sponsored by ASTM Committee E-18 on Sensory Evaluation of Materials and Products, the Product Development Management Association, the American Marketing Association, and the American Statistical Association (Committee on National and International Statistical Standards). Louise S. Wu, Philip Morris USA, presided as symposium chairman and was editor of this publication.

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