

PRODUCT TESTING WITH CONSUMERS FOR RESEARCH GUIDANCE: Special Consumer Groups

S E C O N D V O L U M E

WU / GELINAS, editors



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***Product Testing with Consumers
for Research Guidance:
Special Consumer Groups,
Second Volume***

Louise S. Wu and Ayn D. Gelinas, editors

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The quality of the papers in this publication reflects not only the obvious efforts of the authors and the technical editor(s), but also the work of these peer reviewers. The ASTM Committee on Publications acknowledges with appreciation their dedication and contribution to time and effort on behalf of ASTM.

Foreword

The Symposium on Product Development and Research Guidance Testing with Special Consumer Groups was presented in Albuquerque, New Mexico, 14 May 1991. The symposium was held in conjunction with the 14–18 May standards development meetings of ASTM Committee E-18 on Sensory Evaluation of Materials and Products, the symposium sponsor. The symposium was held in cooperation with the Product Development Management Association; the American Marketing Association; the American Statistical Association (Committee on National and International Statistical Standards; the Institute of Food Technologists; and the Marketing Research Association. Louise S. Wu presided as symposium chair, with Katy Word and William Neal as session chairmen. Louise S. Wu and Ayn D. Gelinas served as editors of this publication.

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