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Rule Developing Experimentation: A Systematic Approach to Understand & Engineer the Consumer Mind

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About the ebook

Rule Developing Experimentation (RDE) is an increasingly popular, structured, consumer-based experimentation. This e-book explains RDE concepts, beginning from its origins, to novel consumer research techniques and covers applications relevant to a real market context. Readers are also introduced to the concept of Mind Genomics® - a more holistic approach to gaining insight into the consumer mind.

Contents

- ▶ Origins of RDE and the Role of Experimentation in Consumer- Driven Innovation
- ▶ Isomorphic Permuted Experimental Designs in Conjoint Analysis
- ▶ Detecting Explicit and Implicit Interactions within Rule Developing Experimentation
- ▶ Putting RDE on the R&D Map: A Survey of Approaches to Consumer-Driven New Product Development
- ▶ RDE in Concept Research: An Empirical Demonstration
- ▶ Consumer Metric Scales
- ▶ Foundation of Sensory Optimization in the Food Industry

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