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

www.ebooks.benthamscience.com/book/9781608052844

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 Permutted 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

For Advertising Inquiries: Contact: marketing@benthamscience.org