

OPEN INNOVATION IN THE FOOD AND BEVERAGE INDUSTRY MARTINEZ MARIAN GARCIA%0A

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With its distinguished editor and international team of expert contributors, Open innovation in the food and beverage industry is a unique guide to the implementation and management of open innovation for all food industry professionals involved in management, research and product development, as well as academics with an interest in open innovation across all industries.

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Pris: 2579 kr. Inbunden, 2013. Skickas inom 7-10 vardagar. K p Open Innovation in the Food and Beverage Industry av Marian Garcia Martinez p Bokus.com.

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Garcia Martinez, Marian (2013) Open Innovation in the Food and Beverage Industry. Woodhead Publishing Series in Food Science, Technology and Nutrition . Woodhead Publishing, Cambridge, UK, 448 pp. ISBN 978-0-85709-595-4.

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