



Food Consumer Science: Theories, Methods and Application to the Western Balkans

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This book explores the main methods, models, and approaches of food consumer science applied to six countries of the Western Balkans, illustrating each of these methods with concrete case studies. Research conducted between 2008 and 2011 in the course of the FOCUS-BALKANS project forms an excellent database for exploring recent changes and trends in food consumption.

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Editorial Review

From the Back Cover

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Each chapter of *Food Consumer Science: Theories, Methods and Application to the Western Balkans* includes an introduction, an explanation of the methodology applied and illustrations with a case study. Coverage includes such topics as theories of food choice; segmenting consumers using cluster analysis; the emerging market for health claim products; the use of focus groups for assessing fruit perceptions; methods for analyzing consumer interest in organic and traditional foods and more.

A final chapter offers conclusions concerning the major evolving markets for health claim products, fruits, organic products and traditional food and presents findings on food choices of Western Balkan consumers. The book declares an urgent need for development of consumer rights and of public health policies, which must be supported by a Europe-wide network of scientists and public health officials.

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Jose Goodell:

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Anna Humphrey:

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