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THE ANTICIPATION OF CONVERGING INDUSTRIES: A CONCEPT APPLIED TO NUTRACEUTICALS AND FUNCTIONAL FOODS (PAPERBACK)



Springer London Ltd, United Kingdom, 2015. Paperback. Condition: New. Language: English. Brand New Book ***** Print on Demand *****. The blurring of boundaries between hitherto distinct scientific disciplines, technologies or markets is a common and powerful phenomenon. Subjects of this convergence often change consumer behaviours, favouring products and platforms with multiple functions. The Anticipation of Converging Industries provides a detailed focus on the triggers, drivers and consequences of convergence to create a more concise definition of convergence. This detailed analysis...

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