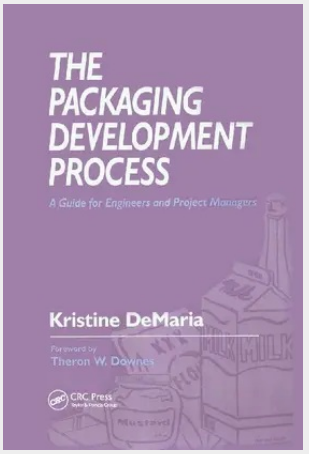
DeMaria

The Packaging Development Process

A Guide for Engineers and Project Managers

The Packaging Development Process: A Guide for Engineers and Project Managers presents the techniques necessary for creating, testing, and launching packaging, in one convenient reference book. It does so by explaining each step of how a packaging project evolves from the business plan to product launch, with an emphasis on the financial and human resources necessary to move the project forward.Included are extended case studies and detailed flow charts. The case studies create an interesting, informative and understandable read, while the flow charts explain concepts. The text is intended to give package engineers and managers the tools they need to realize new package ideas and to revamp existing packaging in the framework of business teams.

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