
Description: Product design begins with an idea, eventually developing into a product which can be marketed. This book explains the fundamentals and predominately the practical elements of product design on hand invaluable industrial case studies, discussing design innovations to produce new and improved products.

Offering invaluable insights from a chemist/chemical engineer with over 35 years experience in the industry, this practical guide incorporates numerous practical examples and real life case studies to explain the concepts included here. The processes involved in product design, how to set up experiments, and ultimately how to scale–up are all covered in detail. Among the host of topics covered is a discussion of recent advances in the fundamentals and innovative technologies leading to new and improved products. Examples include chemistry and consumer goods, pharmaceutical, iotech, cosmetic, food and plastics, agriculture, textiles, and ceramics.

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