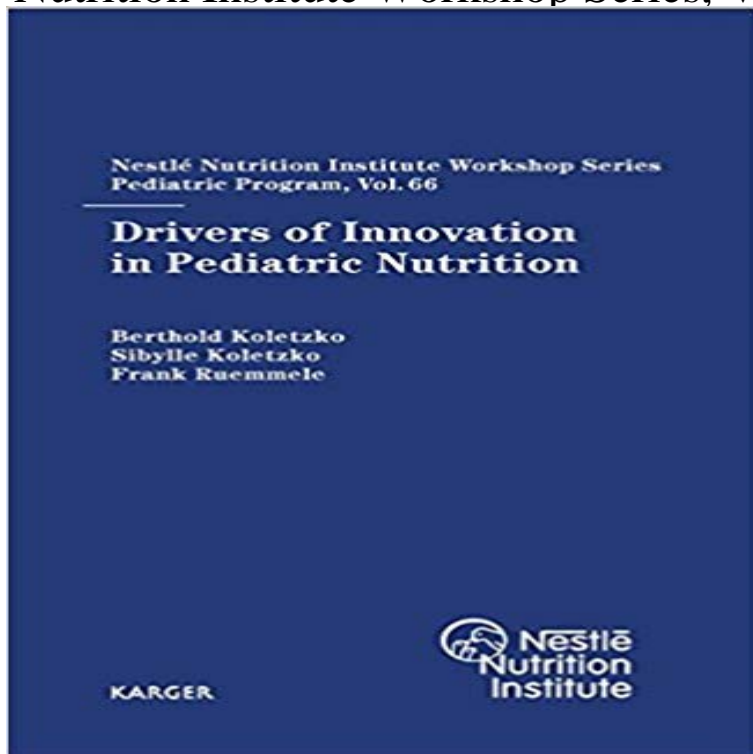


# Drivers of Innovation in Pediatric Nutrition: 66th Nestle Nutrition Institute Workshop, Pediatric Program, Sanya, November 2009 (Nestle Nutrition Institute Workshop Series, Vol. 66)



When developing a new product, many obstacles have to be overcome from the idea to the shelf: know-how from different subject areas is called for to create a product that is not only technically feasible, but also complies with regulations and meets consumer needs and preferences.

This book addresses and tries to identify forces that potentially drive innovation in pediatric nutrition, an endeavor which surpasses research, clinical and academic thinking. The likelihood of translating innovative research concepts into practical applications depends on a large number of factors; Clinical studies, adherence to regulatory standards and environments of various countries, policy and politics on child health and nutrition, marketing issues, economic considerations as well as the state of food technology all determine whether and how a product can be brought to the market. Expectations and response of both consumers and health care professionals are likewise of very high importance. Due to its broad scope, this publication is of interest to everyone involved in one way or another in the development and launch of new products for pediatric nutrition.

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