



Brand Innovation in FMCG

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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Fast Moving Consumer Goods | The definition of packaging is as follows: Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages and all the development and manufacturing processes that are required to create the packaging. In order to develop consistent successful packaging within the competitive and fast moving food and cosmetics market, premium brands must liaise with consumers in order to maintain an optimised brand design for their products. | Format: Paperback | Language/Sprache: english | 64 pp.



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