Coconut Water Innovation And Natural Health Benefits

Business Innovation For DummiesWidely known as the ‘tree of life’, coconut (Cocos nucifera L.) provides a bountiful source for making a wide variety of healthy foods and industrial items. Its cultivation, however, has been encountering seriously destructive issues including lethal diseases and natural adversities which are currently distressing livelihoods of millions of small-holder farmers around the world. There is an urgent mandate to resolve these issues by meeting sustainable seedling production, facilitating genetic conservation, as well as developing disease identification and modern breeding. This book introduces improvements in coconut biotechnology by covering the advances in micropropagation, germplasm conservation, and molecular pathogenic diagnosis. This comprehensive volume will be a useful source of information and references to researchers, graduate students, agricultural developers, and scholars in the plant sciences. In order to benefit general readers, the book also covers fundamental aspects of biology, diversity, and evolution of this marvelous...
palm species.

Fruit Juices Food Science and Technology: Trends and Future Prospects presents different aspects of food science i.e., food microbiology, food chemistry, nutrition, process engineering that should be applied for selection, preservation, processing, packaging, and distribution of quality food. The authors focus on the fundamental aspects of food and also highlight emerging technology and innovations that are changing the food industry. The chapters are written by leading researchers, lecturers, and experts in food chemistry, food microbiology, biotechnology, nutrition, and management. This book is valuable for researchers and students in food science and technology and it is also useful for food industry professionals, food entrepreneurs, and farmers.

Food Technology Disruptions Understanding and appreciating the ethical dilemmas associated with business is an important dimension of marketing strategy. Increasingly, matters of corporate social responsibility are part of marketing's domain. Ethics in Marketing contains 20 cases that deal with a variety of ethical issues such as questionable selling practices, exploitative advertising, counterfeiting, product safety, apparent bribery and channel conflict that companies face across the world. A hallmark of this book is its international dimension along with high-profile case studies that represent situations in European, North American, Chinese, Indian and South American companies. Well known multinationals like Coca Cola, Facebook, VISA and Zara are featured. This second edition of Ethics in Marketing has been thoroughly updated and includes new international cases from globally recognized organizations on gift giving, sustainability, retail practices, multiculturalism, sweat shop labor and sports sponsorship. This unique case-book provides students with a global perspective on ethics in marketing and can be used in a free standing course on marketing ethics or marketing and society or it can be used as a supplement for other marketing classes.

High-Hanging Fruit The food world has a number of options available to make the food industry more diverse, competitive, and efficient. Innovations in Food Processing investigates some of these options, alternative technologies, and strategies for properly addressing new challenges facing the food industry. It also provides specific examples on how these alternatives

Coconut Biotechnology: Towards the Sustainability of the ‘Tree of Life’ The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by
investigating the evolution of financing mechanisms for entrepreneurs and other innovators, and by pointing to progress and remaining challenges - including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis.

Reverse Innovation Grabbing the low-hanging fruit is no longer acceptable. ZICO Coconut Water founder Mark Rampolla argues that when you choose to reach higher, you can build an incredible business, be profitable, and maybe even change the world. In 2004, Mark Rampolla was successful by most standards. There was just one problem: He wasn’t inspired in his job and believed he had something more to contribute to the world. When he asked himself, "What do I have to offer that will improve the world?" Rampolla realized that his big idea was hanging right overhead. From his time living in Central America, he and his family came to love drinking coconut water, just like the locals. But no one was really selling coconut water in the United States. So Rampolla chased a very ambitious goal: introducing coconut water to the American beverage market dominated by a few big players. He wasn’t just starting a business; he was creating a whole new industry. ZICO Coconut Water brought a healthy beverage alternative to American consumers while also helping developing-world growers and suppliers profit from this resource. It was a win-win-win—good for Rampolla, his customers, and the world. So good, in fact, that in 2013 the Coca-Cola Company purchased ZICO and is scaling the brand around the globe. Rampolla wrote High-Hanging Fruit for others who want to succeed because of, not in spite of, their values. This book is for people who believe that it’s their duty to reach higher than just the bottom line to build businesses driven by passion, purpose, and integrity. Above all, it’s a call to arms for a new generation of entrepreneurs who want to disrupt the old model and do good by doing business.

Coconut Water for Health and Healing Continuing food poisoning outbreaks around the globe have put fresh produce safety at the forefront of food research. Global Safety of Fresh Produce provides a detailed and comprehensive overview of best practice for produce safety throughout the food chain, and unique coverage of commercial technologies for fresh produce safety. Part one covers the production and regulation of fresh produce on the agricultural level, including issues of niche farm fresh products, FDA regulation, and zoonotic transfer of pathogens from animals to farm products. Part two moves on to look at safety and environmental issues surrounding fresh produce processing, such as postharvest washing, alternative sanitizers, and using produce waste as animal feed. Part three focuses on current and emerging commercial solutions for fresh produce safety, like ionizing radiation and edible coatings, and part four covers methods of laboratory testing and related legislation. The final section of the book covers a series of case studies of fresh produce safety breaches, including European E. coli outbreaks in sprouts and leafy greens, and the illegal use of fluorescent whitening agents (FWAs) in China. This book is an essential text for R&D managers in the fresh produce
industry, quality control professionals working with fresh produce throughout the food chain, postgraduate
students, and academic researchers with an interest in fresh produce safety. Provides a comprehensive
overview of best practice for produce safety Examines the production and regulation of fresh agricultural
produce Looks at safety and environmental issues surrounding fresh produce processing

Handbook of Fermented Food and Beverage Technology Two Volume Set Managing the ability of agriculture to
meet rising global demand and to respond to the changes and opportunities will require good policy, sustained
investments, and innovation - not business as usual. Investments in public Research and Development,
extension, education, and their links with one another have elicited high returns and pro-poor growth, but
these investments alone will not elicit innovation at the pace or on the scale required by the intensifying and
proliferating challenges confronting agriculture. Experience indicates that aside from a strong capacity in
Research and Development, the ability to innovate is often related to collective action, coordination, the
exchange of knowledge among diverse actors, the incentives and resources available to form partnerships and
develop businesses, and conditions that make it possible for farmers or entrepreneurs to use the innovations.
While consensus is developing about what is meant by 'innovation' and 'innovation system', no detailed
blueprint exists for making agricultural innovation happen at a given time, in a given place, for a given result.
The AIS approach that looks at these multiple conditions and relationships that promote innovation in
agriculture, has however moved from a concept to a sub-discipline with principles of analysis and action. AIS
investments must be specific to the context, responding to the stage of development in a particular country and
agricultural sector, especially the AIS. This sourcebook contributes to identifying, designing, and implementing
the investments, approaches, and complementary interventions that appear most likely to strengthen AIS and
to promote agricultural innovation and equitable growth. It emphasizes the lessons learned, benefits and
impacts, implementation issues, and prospects for replicating or expanding successful practices. The
information in this sourcebook derives from approaches that have been tested at different scales in different
contexts. It reflects the experiences and evolving understanding of numerous individuals and organizations
concerned with agricultural innovation, including the World Bank. This information is targeted to the key
operational staff in international and regional development agencies and national governments who design and
implement lending projects and to the practitioners who design thematic programs and technical assistance
packages. The sourcebook can also be an important resource for the research community and nongovernmental
organizations (NGOs).

An Introduction to Circular Economy 50 Better-for-You Boozy Beverages to Shake Up Your Happy Hour! This
photo-filled recipe book takes the guilt out of happy hour! These genuinely tasty cocktails use minimal added
sugar, all-natural ingredients, and a mix of liquor and low-alcohol spirits to make drinking feel like the easiest
diet to maintain. Most of the fifty recipes (and bonus recipes) contain five ingredients or less, most requiring
fewer than three steps, so you'll be able to make most of these drinks quickly and with little effort. Recipes
range from reinterpreted classics, like the Old Fashioned, to millennial favorites like green juice spritzers,
using vodka, gin, rum, bourbon, rye, scotch, tequila, and mezcal. Other recipes include: Raspberry Sour Spicy
Bee’s Knees Coconut Water Colada Blackberry Smash Sugar-Free Paloma Taste of the Tropics Eat Your Peas
Gotham Sunset Ramos Gin Fizz The Green Hour Mint Julep And more! With a mix of cocktails for all occasions,
from drinking al fresco to a warm night cap, Healthy Cocktails is perfect year-round, day or night, and will
surely shake up your happy hour!

Handbook of Research on Emerging Technologies for Effective Project Management Proceedings of the 5th
International Conference on Innovation and Entrepreneurship held in Cyberjaya, Malaysia on 26th-27th April
2017.

Global Innovation Index 2020

Nature for Water: A Series of Utility Spotlights "The popular HBR article "How GE is Disrupting Itself" by GE's
CEO Jeffrey Immelt, Vijay Govindarajan, and Chris Trimble first coined the term reverse innovation, using it to
describe GE's new approach to global strategy. GE, like most multinationals, follows a strategy of developing
products at home and then adapting them for other markets around the world. But as growth accelerates in
emerging markets and slows in developed ones, GE is also now doing the reverse: developing products in
countries like China and India, and then distributing them globally. As the tip of the multinationals iceberg, GE
shows that successful global companies will have to do both. But succeeding at reverse innovation requires a
different model than the one used in home markets. This book picks up where the ground-breaking HBR article
leaves off, and goes beyond describing the reverse innovation phenomenon to showing how to do it. Through
eight detailed case studies - PepsiCo, Procter and Gamble, EMC, Deere & Company, Logitech, Harman
International , PIH/PACT, and, of course, GE - authors Govindarajan and Trimble explain how to succeed on the
ground with reverse innovation, showing how these companies use a different management model than the one
they use in their home markets. This book explains the new model these companies use -- the Local Growth
Team -- and how it works, and offers a "Reverse Innovation Toolkit" providing readers with a step-by-step
action plan for developing and implementing their own reverse innovation strategies. "--

Use of Dean Flow Ultraviolet (UV) Reactors for Cold Pasteurization of Tender Coconut Water The textile
industry is focused in its search for alternative green fibres with the aim of providing high-quality products which are fully recyclable and biodegradable. Natural textile materials from renewable sources play an increasingly important role in the industry due to their unique properties and functionality over synthetic fibres, as well as their sustainability. Fundamentals of Natural Fibres and Textiles covers all the fundamental and basic information about natural fibres and textiles. Many different fibres are covered from their origin, through processing, properties, and applications. The latest methods for characterisation and testing of natural fibres are all addressed with reference to cutting-edge industry trends. This uniquely comprehensive approach to the topic provides the ideal entry point to natural fibres for textile and clothing scientists, engineers, designers, researchers, students, and manufacturers of such products. Explains the characteristics of natural fibres to show how they compare to synthetic fibres for a range of purposes Provides an overview of the environmental impact of the processing of fibres and how this creates industrial waste Covers a wide range of natural fibres in detail, from traditional silk and wool to electrospun biopolymers Provides the latest updates on technologies for designing natural fibres and applying them to the development of new products

Innovation Fruits Juices is the first and only comprehensive resource to look at the full scope of fruit juices from a scientific perspective. The book focuses not only on the traditional ways to extract and preserve juices, but also the latest novel processes that can be exploited industrially, how concentrations of key components alter the product, and methods for analysis for both safety and consumer acceptability. Written by a team of global experts, this book provides important insights for professionals in industrial and academic research as well as in production facilities. Presents fruit juice from extraction to shelf-life in a single resource volume Includes quantitative as well as qualitative insights Provides translatable information from one fruit to another

MAKING SCIENCE, INNOVATION AND RESEARCH WORK FOR THE SUSTAINABLE DEVELOPMENT GOALS Innovation Strategies for the Food Industry: Tools for Implementation, Second Edition explores how process technologies and innovations are implemented in the food industry, by i.e., detecting problems and providing answers to questions of modern applications. As in all science sectors, Internet and big data have brought a renaissance of changes in the way academics and researchers communicate and collaborate, and in the way that the food industry develops. The new edition covers emerging skills of food technologists and the integration of food science and technology knowledge into the food chain. This handbook is ideal for all relevant actors in the food sector (professors, researchers, students and professionals) as well as for anyone dealing with food science and technology, new products development and food industry. Includes the latest trend on training requirements for the agro-food industry Highlights new technical skills and profiles of modern food scientists and technologists for professional development Presents new case studies to support
research activities in the food sector, including product and process innovation. Covers topics on collaboration, entrepreneurship, Big Data and the Internet of Things.

Innovation in Medicine and Healthcare The natural water inside green coconuts is regarded as a healthy drink due to the elements of nutritional and therapeutic value. Since there is chance of contamination of tender coconut water (TCW) with psychrophilic microbes during extraction from its hard shell if stored at 4°C, thermal pasteurization is currently practiced. However, the thermal treatment of TCW causes a rise in off flavors and loss of the vital nutrients. To solve this problem, a non-thermal pasteurization technology is desirable. The goal of this research was to assess the antimicrobial effectiveness of ultraviolet light C (UVC) as non-thermal pasteurization of TCW and evaluation of physico-chemical and sensory quality of the treated TCW in comparison to the fresh TCW. A dean flow ultraviolet reactor was used with wavelength of 254 nm at the residence time of 14.0 seconds. The independent variables were three Reynold numbers (Re1 = 198.8, Re2 = 397.7 and Re3 = 596.4) and two different diameters of transparent PFA tubes (3.2 mm and 1.6 mm). TCW was inoculated with cultures of Escherichia coli and Listeria monocytogenes separately up to 8 log10 CFU/mL and inactivation by cold pasteurization was evaluated with number of log reduction of each bacteria. Physico-chemical properties like total solid content (TSS) and pH were analyzed throughout the storage period of four weeks. The sensorial quality, flavor and color of the coconut water was also evaluated by a panel of 30 people to compare the organoleptic characteristics of UVC treated samples with untreated fresh coconut water. In case of Escherichia coli W1485, UVC treatment gave the log reduction of 5.27 and 4.74 log10 CFU/mL in coconut water for 1.6 mm and 3.2 mm ID reactors, respectively. Whereas the reduction of Listeria monocytogenes were 4.18 and 2.96 log10 CFU/mL for 1.6 mm and 3.2 mm ID reactors, respectively. In case of both the bacteria, as the tube size increased, microbial reduction decreased; and as the Reynold number increased, microbial reduction also increased except where there was an interaction effect. The change of tube diameters gave significantly different inactivation for both test bacteria at all Reynolds number except at Re2 and Re3 in case of Escherichia coli. The different levels of Reynolds number were not significantly variant when compared with consecutive levels, but Re1 to Re3 were significantly different for both test bacteria. The physico-chemical and sensorial changes of cold pasteurized TCW were not significantly different compared to the fresh TCW, providing the conformity of retention of natural and organoleptic characteristics of TCW.

ICIE 2017 - Proceedings of the 5th International Conference on Innovation and Entrepreneurship Mimicking nature - from science fiction to engineering reality Humans have always looked to nature’s inventions as a source of inspiration. The observation of flying birds and insects leads to innovations in aeronautics. Collision avoidance sensors mimic the whiskers of rodents. Optimization algorithms are based on survival of the fittest,
the seed-picking process of pigeons, or the behavior of ant colonies. In recent years these efforts have become more intensive, with researchers seeking rules, concepts, and principles of biology to inspire new possibilities in materials, mechanisms, algorithms, and fabrication processes. A review of the current state of the art, Biomimetics: Nature Based Innovation documents key biological solutions that provide a model for innovations in engineering and science. Leading experts address a wide range of topics, including: Artificial senses and organs Mimicry at the cell-materials interface Multiscale modeling of plant cell wall architecture and tissue mechanics The making of biomimetic composites Electroactive polymer (EAP) actuators as artificial muscles EAP-based refreshable braille displays Biomimetic optics from the angles of biology and plants Biomimicry of flying birds, insects, and marine biology Applications of biomimetics in manufacturing, products, and medicine Robotics, including the development of human-like robots Biologically inspired design as a tool for interdisciplinary education The biomimetic process in artistic creation The final chapter outlines the challenges to biomimetic-related innovation and offers a vision for the future. A follow-up to Biomimetics: Biologically Inspired Technologies (2005), this comprehensive reference methodically surveys the latest advances in this rapidly emerging field. It features an abundance of illustrations, including a 32-page full-color insert, and provides extensive references for engineers and scientists interested in delving deeper into the study of biomimetics.

Marketing Without Money By 2025, two thirds of the world’s population will be living in water stressed conditions. Meanwhile, the degradation of water ecosystems is occurring at alarming rates. Water utilities and water regulators that choose to play an active role in catchment management with nature based solutions (NBS) are uniquely positioned to help. Building a robust knowledge base and supporting opportunities for cross-sector collaboration are fundamental to the mainstreaming of NBS. The International Water Association (IWA) and The Nature Conservancy (TNC) are working together to encourage and facilitate active utility involvement in NBS, as well as promoting stronger connections between water utilities and regulatory bodies. Implementation of NBS involves multiple, interdependent stakeholders at various governance levels, and consequently regulators a key role in creating the enabling environments for these interactions and negotiations. This publication taps into diverse geographies and contexts, delving into case studies for a richer conversation that addresses the variety of challenges and elements for success for integrating NBS into water utility operations and planning. By publicizing successful case studies, the IWA/TNC partnership fulfils a dual purpose of endorsing these efforts and providing actionable guidance for other water utilities striving to improve their sustainability and resiliency.

Food Business News This book is specially designed to get a basic idea about biomimicry as a solution for
sustainable development, how animal and plant models become an ideal natural teacher to construct and design modern man's requirements without causing pollution. This book has nine chapters. The first section is devoted for introduction, the second for sustainable development, the third one for inspiration derived from plants (twenty-four examples), fourth one for inspiration derived from animals (thirty-five examples). The fifth chapter is devoted for research in biomimicry, and the sixth chapter is for development in biomimicry at the molecular level. The seventh one is for modern city planning by mimicking nature, with special reference to Lavasa, the first biomimicry town planning in India. The eighth chapter is for explanation of some case studies in biomimicry, and the last chapter is to inform the reader about some access point in biomimicry resources, followed by further study, and the last section is an index of the contents.

Natural Beverages Discover how to access your creative power to boost your success in business Success in business demands constant creativity. Generating fresh solutions to problems and the ability to invent new products or services for a changing market are part of the intellectual capital that gives a company its competitive edge. Business Innovation For Dummies gives you practical, easy-to-follow information for generating new ideas, using creativity to boost sales, solving problems creatively, mastering the art of invention, honing creative thinking skills, and identifying new opportunities. Advice on how to apply creativity to the workplace Ideas for spicing up presentations Shows you how innovation leads to more productive business Business Innovation For Dummies is a must-have guide for anyone in business who is looking to harness their creativity to boost productivity and revenue!

The Indian Textile Journal Driven by such tools as big data, cognitive computing, new business models, and the internet of things, the overall demand for innovation is becoming more critical for competitiveness and emerging technologies. These technologies have become real alternatives for the market and offer new perspectives for modern project management applications. The Handbook of Research on Emerging Technologies for Effective Project Management is an essential research publication that proposes innovations for firms and markets through the exploration of project management principles and methods and the effective integration of knowledge and innovation. It encompasses academic and scientific propositions, reviews for conceptual bases, applications of theories in new market solutions, and cases of successful insertion of disruptive technologies and business models in new competitive market offers. Featuring a range of topics such as innovation management, business administration, and marketing, this book is ideal for project managers, IT specialists, software developers, executives, practitioners, managers, marketers, researchers, and industry professionals.
Postharvest and Postmortem Processing of Raw Food Materials

The establishment of clean, safe water is one of the major challenges facing societies around the globe. The continued urbanization of human populations, the increasing manipulation of natural resources, and the resulting pollution are driving remarkable burden on water resources. Increasing demands for food, energy, and natural resources are expected to continue to accelerate in the near future in response to the demands of these changing human populations. In addition, the complexity of human activities is leading to a diversity of new chemical contaminants in the environment that represent a major concern for water managers. This will create increased pressure on both water quantity and quality, making it increasingly difficult to provide a sustainable supply of water for human welfare and activities. Although protection of water resources is the best long-term solution, we will also need innovative novel approaches and technologies to water treatment to ensure an adequate superior quality resource to meet these needs. Solving tomorrow’s water issues will require unique approaches that incorporate emerging new technologies. Great advances have been made in the area of nanotechnology. Due to their unique physical and chemical properties, nanomaterials are extensively used in antibacterial medical products, membrane filters, electronics, catalysts, and biosensors. Nanoparticles can have distinctly different properties from their bulk counterparts, creating the opportunity for new materials with a diversity of applications. Recent developments related to water treatment include the potential use of carbon nanotubes, nanocompositae, nanospheres, nanofibers, and nanowires for the removal of a diversity of chemical pollutants. By exploiting the assets and structure of these new materials, such as increased surface area, high reactivity, and photocatalytic action, it will be possible to create technologies that can be very efficient at removing and degrading environmental pollutants. Understanding and using these unique properties should lead to innovative, cost-effective applications for addressing the complexities of emerging needs for water treatment and protection. Although still in the early stages, research into the application of nanotechnology shows great promise for solving some of these major global water issues. This comprehensive text describes the latest research and application methods in this rapidly advancing field.

Ethics in Marketing

The Millennium Development Goals, adopted at the UN Millennium Summit in 2000, are the world's targets for dramatically reducing extreme poverty in its many dimensions by 2015—income poverty, hunger, disease, exclusion, lack of infrastructure and shelter—while promoting gender equality, education, health and environmental sustainability. These bold goals can be met in all parts of the world if nations follow through on their commitments to work together to meet them. Achieving the Millennium Development Goals offers the prospect of a more secure, just, and prosperous world for all. The UN Millennium Project was commissioned by United Nations Secretary-General Kofi Annan to develop a practical plan of action to meet the Millennium Development Goals. As an independent advisory body directed by Professor Jeffrey D. Sachs, the UN...
Millennium Project submitted its recommendations to the UN Secretary General in January 2005. The core of the UN Millennium Project's work has been carried out by 10 thematic Task Forces comprising more than 250 experts from around the world, including scientists, development practitioners, parliamentarians, policymakers, and representatives from civil society, UN agencies, the World Bank, the IMF, and the private sector. This report argues that meeting the Millennium Development Goals will require a substantial reorientation of development policies to focus on key sources of economic growth, particularly the use of scientific and technological knowledge and related institutional adjustments. It outlines key areas for policy action, including focusing on platform or generic technologies; defining infrastructure services as a foundation for technology; improving higher education in science and placing universities at the center of local development; spurring entrepreneurial activities; improving the policy environment; and focusing on areas of under-funded research for development.

Mimicking Nature This book is purposefully styled as an introductory textbook on circular economy (CE) for the benefit of educators and students of universities. It provides comprehensive knowledge exemplified by practices from policy, education, R&D, innovation, design, production, waste management, business and financing around the world. The book covers sectors such as agriculture/food, packaging materials, build environment, textile, energy, and mobility to inspire the growth of circular business transformation. It aims to stimulate action among different stakeholders to drive CE transformation. It elaborates critical driving forces of CE including digital technologies; restorative innovations; business opportunities & sustainable business model; financing instruments, regulation & assessment and experiential education programs. It connects a CE transformation for reaching the SDGs2030 and highlights youth leadership and entrepreneurship at all levels in driving the sustainability transformation.

Global Safety of Fresh Produce This book presents the proceedings of the KES International Conferences on Innovation in Medicine and Healthcare (KES-InMed-19), held in Split, Croatia, on June 17–19, 2020. Covering a number of key areas, including digital IT architecture in healthcare; advanced ICT for medicine and healthcare; biomedical engineering, trends, research and technologies; and healthcare support systems, this book is a valuable resource for researchers, managers, industrialists and anyone wishing to gain an overview of the latest research in these fields.

Innovations in Food Processing This book presents a unique collection of up-to-date applications of graphene for water science. Because water is an invaluable resource and the intelligent use and maintenance of water supplies is one of the most important and crucial challenges that stand before mankind, new technologies are
constantly being sought to lower the cost and footprint of processes that make use of water resources as potable water as well as water for agriculture and industry, which are always in desperate demand. Much research is focused on graphene for different water treatment uses. Graphene, whose discovery won the 2010 Nobel Prize in physics, has been a shining star in the material science in the past few years. Owing to its interesting electrical, optical, mechanical and chemical properties, graphene has found potential applications in a wide range of areas, including water purification technology. A new type of graphene-based filter could be the key to managing the global water crisis. According to the World Economic Forum's Global Risks Report, lack of access to safe, clean water is the biggest risk to society over the coming decade. Yet some of these risks could be mitigated by the development of this filter, which is so strong and stable that it can be used for extended periods in the harshest corrosive environments, and with less maintenance than other filters on the market. The graphene-based filter could be used to filter chemicals, viruses, or bacteria from a range of liquids. It could be used to purify water, dairy products or wine, or in the production of pharmaceuticals. This book provides practical information to all those who are involved in this field.

Healthy Cocktails Marketing does not entail a private conversation with a customer. Rather, it is more like a loud communication in the middle of a crowded park where passers-by and interested parties feel free to jump in. So how do you then engage with customers in a crowded marketplace as other challenges, such as diminishing marketing spend and maximising the return on the marketing investment, continue to plague marketers and leaders? But you need not worry! Help is at hand now Marketing without Money is packed with tried-and-tested tools and techniques that have successfully worked. Bundled with the author’s unique Branding House approach, it takes you through the process of building your brand. It is loaded with insights from business leaders, DIY charts, tables and pull-outs, frugal tips, examples and anecdotes for sharpening your marketing messaging. So grab a copy of Marketing without Money and win in your marketplace!

Food Science and Technology The theme of the Outlook 2019 is to strengthening the role of science, innovation and research uptake in service of the 2030 Agenda for SD. The volume will therefore critically examine the important role of science, innovation and research for the achievement of the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda and to provoke forward thinking on the role of science, innovation and research in solving global problems related to sustainability.
A New Generation Material Graphene: Applications in Water Technology Natural Beverages, Volume Thirteen, in the Science of Beverages series, takes a multidisciplinary approach to address the shifting beverage landscape towards the global trend of natural beverages. As global beverage consumption has progressed towards healthier and ‘natural’ ingredients, researchers and scientists need to understand the latest scientific developments and the proposed health benefits and improved effects. Classical examples are presented as a basis for innovation expansion to help new researchers understand this segment of the industry. This is a great resource for researchers and scientists in the beverages industry. Describes natural beverage production and its impact on nutritional value Provides overall coverage of hot topics and scientific principles in the beverage industry Explores the pros and cons of natural vs. artificial beverages in product development Covers the production of all commonly consumed ‘natural’ beverages

Advanced Research in Nanosciences for Water Technology Food Technology Disruptions covers the latest disruptions in the food industry, such as the Internet of Things, digital technologies, modern applications like 3D printing, bacterial sensors in food packaging, electronic noses for food authentication, and artificial intelligence. With additional discussions on innovative distribution and delivery of food and consumer acceptance of food disruptions, this book is an essential resource for food scientists, technologists, engineers, agriculturalists, chemists, product developers, researchers, academics and professionals working in the food industry. While innovations play an important role in food production, disruptive technologies are a revolutionary type of innovation that can displace an established technology and shake up the industry or create a completely new industry. Currently, digital technologies and smart applications lead innovations in the food sector in order to optimize the food supply chain and to develop and deliver tailor-made food products to consumers with new eating habits. Covers digital technologies in agriculture, food production and food processing, modern eating habits, personalized nutrition, and relevant innovative food products Brings alternative protein sources, novel functional foods and artificial meat Discusses the Internet of Things, digital technologies and modern applications like 3D printing, smart packaging and smart food distribution

UN Millennium Development Library: Innovation Medicinal chemistry and pharmacology are closely associated fields, and the use of natural products for their medicinal properties is ever-growing. The study of drugs from natural products and their effects on the living body are explored in this volume. The book looks into the research, discovery, and characterization of chemicals that exhibit biological effects. Providing an informative compilation of research, valuable case studies, and reviews of existing literature in the area, the book focuses on the ethnobotanical uses of natural products and phytochemicals for health care, including applications for diabetes, ulcers, wound healing, chronic alcoholism, hemorrhoidal treatment, cancer mitigation, pain
management, immunotherapy, and more.

Present and Future of High Pressure Processing Coconut water is a refreshing beverage that comes from coconuts. It is a powerhouse of nutrition containing a complex blend of vitamins, minerals, amino acids, antioxidants, enzymes, health enhancing growth hormones, and other phytonutrients. Because its electrolyte content is similar to human plasma, it has gained international acclaim as a natural sports drink for oral rehydration. As such, it has proven superior to commercial sports drinks. Unlike other beverages, it is completely compatible with the human body, in so much that it can be infused directly into the bloodstream. In fact, doctors have used coconut water successfully as an intravenous fluid for over 70 years. Coconut water’s unique nutritional profile gives it the power to balance body chemistry, ward off disease, dissolve kidney stones, improve digestion, reduce the risk of heart disease, reduce high blood pressure, fight cancer, and retard aging. History and folklore credit coconut water with remarkable healing powers, which medical science is now confirming.

Natural Products Pharmacology and Phytochemicals for Health Care Developed for academic researchers and for those who work in industry, Present and Future of High Pressure Processing: A Tool for Developing Innovative, Sustainable, Safe, and Healthy Foods outlines innovative applications derived from the use of high-pressure processing, beyond microbial inactivation. This content is especially important for product developers as it includes technological, physicochemical, and nutritional perspectives. This book specifically focuses on innovative high-pressure processing applications and begins with an introduction followed by a section on the impact of high-pressure processing on bioactive compounds and bioaccessibility/bioavailability. The third section addresses the ways in which high-pressure processing can assist in the reduction of toxins and contaminants, while the fourth section presents opportunities for the use of high-pressure processing in the development of healthy and/or functional food. This reference concludes with an analysis of the challenges regarding the use of high-pressure processing as an innovative application. • Explores the use of high-pressure processing as a tool for developing new products. • Outlines the structure and improved functional properties provided by high-pressure processing. • Illustrates potential applications and future trends of high-pressure processing. • Explains the mechanisms that influence the impact of high-pressure processing. • Highlights the optimal conditions for high-pressure processing to develop certain food products. • Defines the challenges and future perspectives in the use of high-pressure processing for food product development.

Local Knowledge, Intellectual Property and Agricultural Innovation This book examines the role of local knowledge in promoting agricultural innovation and legislative support for agricultural innovation through
intellectual property laws and the protection of farmers’ rights. In assessing the role of intellectual property in promoting agricultural innovation the book examines plant variety rights protection, the patenting of plant varieties and plant breeding methods; gene patents and climate change; open source biotechnology and agricultural innovation and geographical indications and the marketing of agricultural products. As a test bed for the application of the themes of the book, it applies a case study approach to look at the role of local knowledge and intellectual property rights in the cultivation of traditional rice varieties in Kerala, South West India and the extent to which this cultivation is supported by Indian legislation. The book concludes with an examination of the success of self-help groups, such as Farmers’ Clubs. This book appeals to all readers interested in policies to promote sustainable agriculture at a time of increasing food insecurity. A special feature of the book is the case study approach. To date, the role of local knowledge and agricultural innovation has been almost entirely ignored and the role of intellectual property in this space has been largely ignored. The book is a result of a research collaboration between the University of Western Australia and Kerala Agricultural University, funded in part by the Australian Research Council.

Agricultural Innovation Systems Postharvest and Postmortem Processing of Raw Food Materials, a volume in the Unit Operations and Processing Equipment in the Food Industry series, presents the processing operations and handling of agricultural crops, animal products, and raw food materials after their harvesting/slaughtering and entrance into food production factories. Chapters in this new release cover an Introduction to postharvest and postmortem technology, Primary operations in postharvest processing, Disintegration of raw agricultural crops, Disintegration with little changes in form (Husking, Shelling, Pitting, Coring, Snipping and Destemming), Disintegration with considerable changes in form (Cutting/dicing, crushing and grinding, Slaughtering, Shredding, Sheeting), and much more. Written by experts in the field of food engineering, and in a simple and dynamic way, this book targets all who are engaged in food processing operations worldwide, giving readers good knowledge on the basics of food engineering principles and applications. Thoroughly explores novel applications of postharvest/postmortem operations in processing food products Brings perspectives about the postharvest processing of different agricultural crops and postmortem processing of different animal meats Helps to improve the quality and safety of food products with postharvest/postmortem operations

Chemistry and Technology of Soft Drinks and Fruit Juices Soft drinks and fruit juices are produced in almost every country in the world and their availability is remarkable. From the largest cities to some of the remotest villages, soft drinks are available in a variety of flavours and packaging. Over the last decade, soft drinks and fruit juices have been the subject of criticism by the health community and there is considerable pressure on
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beverage manufacturers to reduce, or even remove, the sugar content of these products. Chemistry and Technology of Soft Drinks and Fruit Juices, Third Edition provides an overview of the chemistry and technology of soft drinks and fruit juices, covering ingredients, processing, microbiology, traceability and packaging as well as global market trends. This fully revised edition now includes chapters on topics that have become prominent in the industry since publication of the previous edition namely: water use and treatment, and microbiology technologies. The book is directed at graduates in food science, chemistry or microbiology entering production, quality control, new product development or marketing in the beverage industry or in companies supplying ingredients or packaging materials to the beverage industry.

Innovation Strategies in the Food Industry

Handbook of Plant-Based Fermented Food and Beverage Technology, Second Edition Fermented food can be produced with inexpensive ingredients and simple techniques and makes a significant contribution to the human diet, especially in rural households and village communities worldwide. Progress in the biological and microbiological sciences involved in the manufacture of these foods has led to commercialization and heightened interest among scientists and food processors. Handbook of Plant-Based Fermented Food and Beverage Technology, Second Edition is an up-to-date reference exploring the history, microorganisms, quality assurance, and manufacture of fermented food products derived from plant sources. The book begins by describing fermented food flavors, manufacturing, and biopreservation. It then supplies a detailed exploration of a range of topics, including: Soy beverages and sauce, soymilk, and tofu Fruits and fruit products, including wine, capers, apple cider and juice, mangos, olive fruit, and noni fruits Vegetables and vegetable products, including red beet juice, eggplant, olives, pickles, sauerkraut, and jalapeño peppers Cereals and cereal products, including fermented bread, sourdough bread, rice noodles, boza, Chinese steamed buns, whiskey, and beer Specialty products such as balsamic vinegar, palm wine, cachaça, brick tea, shalgam, coconut milk and oil, coffee, and probiotic nondairy beverages Ingredients such as proteolytic bacteria, enzymes, and probiotics Fermented food products play a critical role in cultural identity, local economy, and gastronomical delight. With contributions from over 60 experts from more than 20 countries, the book is an essential reference distilling the most critical information on this food sector.