CORPORATE BIBLIOGRAPHY

BOOKS, BOOK CHAPTERS

September, 2019


**PRESENTATIONS AND SPEAKING ENGAGEMENTS:**


Jeltema, M. How Do We Predict Sensory Risk (Marketplace Performance) of New Products and Product Changes. IFT Annual Meeting July 16-19, 2016. Chicago IL


Herzog, L and Nichi, M. The importance of texture in food and a new consumer’s segmentation approach. Institute of Food Technologists, Philadelphia Section April 26, 2016.


IFT Symposiums – Organized by Jacqueline Beckley. IFT Annual Meeting and Food Expo. July 10-14, 2015. Chicago, IL. As Time Goes by...You Must Remember This...Great Food Products...Win by Being Eaten...Again and Again


Beckley, J. H. Truly Hearing the Consumer—Understanding Mixed Messages about Health and Wellness, Michigan State University, Trout Lectureship, hosted by Department of Food Science and Human Nutrition, Jan. 2011.

Beckley, J. H. Texture Is Fundamental: Understanding consumer needs to reshape thinking around texture design for people and healthy foods, Institute of Food Technologists Symposium: Sensory and consumer insights. Institute of Food Technologists Annual Meeting, Chicago, IL, July 2010.


Beckley, J. H. Engaging the consumer over time – Review of a case study on how to allow consumers to work with your company creatively over time. FERIAL Congress, Medellin, Columbia, May 2009.


Ashman, H. & J. H. Beckley How have things changed? Results collected over six years to understand the changes in mindset of sensory professionals. 7th Pangborn Sensory Science Symposium, Minneapolis, MN, Aug. 12-16, 2007.


Beckley, J. H. From Words to Action – Really creating compelling products! How to make all that you are doing right now BETTER. Lead New York, NY, Mar. 2004.


Beckley, J. H., Ashman, H. & R. Katz. Workshop: Learn the SYSTEM. How to implement the Getting It!* system to build compelling products. International Quality & Productivity Center (IQPC), Miami, FL,


SELECTED PEER REVIEW PUBLICATIONS


**JOURNAL OF SENSORY STUDIES (1986-2009)**


**ESOMAR (European Society for Opinion and Market Research) (2002-2005)**


**JOURNAL OF FOOD SCIENCE (1997)**


Pearce, J. H. Food, will there be enough? (quoted.) National Geographic, 1975, 148, 1.


TECHNICAL AND POPULAR ARTICLES

MEATINGPLACE MAGAZINE (since 2006)


**FOOD PROCESSING MAGAZINE (since 2004)**


Ashman, H. & J. H. Beckley. Instant Classic? With their emphasis on convenience and quality, do Campbell’s Kitchen Classic Soups have what it takes to turn up the heat on a sector that’s gone cold? *Food Processing*, Nov. 2003, Vol. 64 (11), 14-16.


**FOOD TECHNOLOGY (since 1980)**


**POULTRY MAGAZINE (since 2007)**


**CEREAL FOODS WORLD (since 2004)**


**OTHER MEDIA AND SPECIAL HONORS**

Beckley, J. H. Recipient of the 2018 Sensory and Consumer Sciences Achievement Award from The Institute of Food Technologists (IFT), July, 2018.


Beckley, J. H. Invited speaker at Institute of Food Technologists Symposium: Sensory and consumer insights, Institute of Food Technologists Annual Meeting, Chicago, IL, July 2010. Presentation: “Texture Is Fundamental: Understanding consumer needs to reshape thinking around texture design for people and healthy foods.”


Beckley, J. H. Invited speaker at FERIAL Congress, Medellin, Columbia, May 2009. Presentation: “Engaging the consumer over time – Review of a case study on how to allow consumers to work with your company creatively over time.”


Beckley, J. H. Presented with Certificates of Appreciation from Institute of Food Technologists (IFT) Product Development Division, 2003-05.


Beckley, J. H. Received three patents for Standard Oil Company, 1979.

**IN REVIEW**

**UNPUBLISHED MANUSCRIPTS**


Moskowitz, H. R., Beckley, J. H. & T. C. Mascuch. The IT!® Knowledge Warehouse. Large-scale concept-response databases using conjoint analysis, segmentation and databasing for development and marketing.

Business Development

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