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Consumer Packaged Goods

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CONTENT

Welcome to Springer's Consumer Packaged Goods Content Collection. Springer Content Collections are an ideal resource for corporate clients, providing simple access to a wealth of relevant information in a single location with Springer's innovative tools and features.

Consumer packaged goods companies are increasingly using technology to achieve their consumers' dreams. Springer's Consumer Packaged goods Collection can help you create better, faster, smarter consumer-centric innovation for your company. The CPG's Collection includes a comprehensive range of authoritative eBooks and eJournals covering the breadth of current topics in the field from improvements in supply chain and logistics to consumer demographics and behaviors.

- Over 2000 eBooks including monographs, handbooks, atlases, reference works and book series.
- Over 200 scientific journals, many of them with an ISI Impact Factor, and also including partnerships with some of the most renowned scholarly and professional societies in the world.
- More than 12,000 peer-reviewed consumer packaged goods related protocols on springerprotocols.com – based on tried and tested resources including Methods in Molecular Biology

Key subject areas of interest include:

- ► Plant Sciences
- ► Food Science & Nutrition
- ► Agriculture
- ► Polymer Science
- Biotechnology
- ► Microbiology

- ► Organic Chemistry
- Physical Chemistry
- ► Optical & Electronic Materials
- Animal Sciences
- ▶ Biochemistry
- ► Cell Biology





Other areas covered in Life

Biochemistry & Biophysics,

Cell Biology, Microbiology,

Ecology, Entomology, Animal

Sciences, Forestry, Genetics &

Sciences include:

Genomics

Content Highlights in Consumer Packaged Goods

Life Sciences Plant Sciences

Journals

- ▶ Plant and Soil
- ► TAG Theoretical and Applied Genetics
- ▶ Planta
- ► Plant Molecular Biology
- ► Plant Cell Reports

Books

- Protocols for In Vitro Propagation of Ornamental Plants
- ► Plant Stress Tolerance
- ► Chloroplast Research in Arabidopsis
- ► Abiotic Stress Adaptation in Plants
- ► Westcott's Plant Disease Handbook

Life Sciences Agriculture

Journals

- ► Acta Physiologiae Plantarum
- ► Plant Growth Regulation
- ► American Journal of Potato Research
- ► European Journal of Plant Pathology
- ▶ BioControl

Books

- ► Sustainable Agriculture
- ► Novel Biotechnologies for Biocontrol Agent Enhancement and Management
- ► Plant Nutrition of Greenhouse Crops
- ➤ Organic Farming, Pest Control and Remediation of Soil Pollutants
- ► Precision Crop Protection the Challenge and Use of Heterogeneity

Food Science & Nutrition

Journals

- ► Accreditation and Quality Assurance
- ► Food and Bioprocess Technology
- ► European Food Research and Technology
- ► Food Biophysics
- ► Food Analytical Methods
- ► European Journal of Nutrition

Books

- ► Food Analysis
- Green Technologies in Food Production and Processing
- ► Food Engineering Interfaces
- ► Ultrasound Technologies for Food and Bioprocessing
- Principles of Microbiological Troubleshooting in the Industrial Food Processing Environment

Chemistry Polymer Science

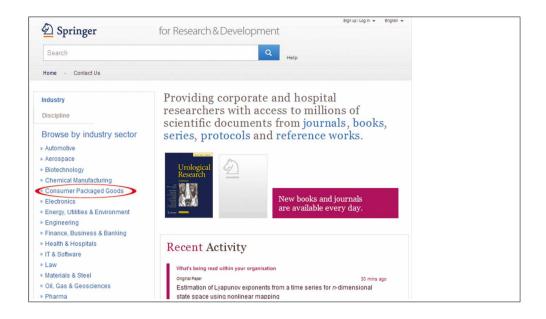
Journals

- ► Journal of Materials Science
- Colloid and Polymer Science
- ▶ Journal of Biomolecular NMR
- ► European Physical Journal E
- ► Cellulose

Books

- ► Physical Properties of Polymers Handbook
- ► Encyclopedic Dictionary of Polymers
- ► Electron Microscopy of Polymers
- Polymer Engineering Science and Viscoelasticity
- ► Polymer Surfaces and Interfaces

Other areas covered in Chemistry include: Biotechnology, Analytical Chemistry, Biochemistry, Physical Chemistry, Organic Chemistry, Electrochemistry & Inorganic Chemistry





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Featured Journals

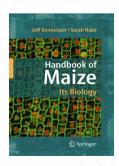




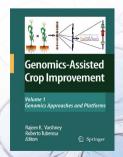




Featured Books











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- ► American Association of Pharmaceutical Scientists
- ► International Organization for Biological Control
- ► Society for In Vitro Biology
- ► European Society for Biomaterials
- ▶ International Association of Professionals in Sugar and Integrated Technologies



SpringerProtocols

SpringerProtocols is divided into 15 subject collections. The collections of interest to consumer packaged goods companies include: Plant Sciences, Biochemistry, Biotechnology, Cell Biology, Microbiology and more – providing over 12,000 Protocols of relevance.

The SpringerProtocols content originates from Methods in Molecular Biology and several other highly acclaimed book series and monographs, including:

- ► Biological Methods
- ► Methods in Biotechnology
- ► Methods in Pharmacology and Toxicology
- ► Springer Protocols Handbook

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