



The Anticipation of Converging Industries: A Concept Applied to Nutraceuticals and Functional Foods

Clive-Steven Curran

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The blurring of boundaries between hitherto distinct scientific disciplines, technologies or markets is a common and powerful phenomenon. Subjects of this convergence often change consumer behaviours, favouring products and platforms with multiple functions. *The Anticipation of Converging Industries* provides a detailed focus on the triggers, drivers and consequences of convergence to create a more concise definition of convergence.

This detailed analysis includes a specifically developed toolbox for 'convergence foresight', creating a forecasting method for convergence trends. With the focus on the chemical, biotechnological and pharmaceutical industries, several indicators of convergence in the areas of Nutraceuticals/Functional Foods, Cosmeceuticals and ICT are derived from samples including over 1million patents and scientific publications.

By supporting this methodical approach with real world data, *The Anticipation of Converging Industries* is perfect for industry practitioners looking for a competitive edge in the present and for the future. Similarly, academics will find a comprehensive theoretical concept for better understanding the underlying rationale of convergence at their disposal

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