

Creating Value Through Packaging- Unlocking a New Business and Management Strategy

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9. Strategic thinking and innovation: packaging's pivot points

References and added resources, including the following selected short articles:

- A. The packaging value formula in practice
- B. The scope of packaging: research, intellectual property, lifecycle development, program management, quality assurance, analytics
- C. Assessing costs for contract packaging (table, checklist)
- D. The packaging design brief in detail (checklist)
- E. e-Bay's sustainable packaging experience
- F. Risk assessment tool
- G. Anti-fraud techniques