



Thorsten Blecker, Gerhard Friedrich (Eds.)

# Mass Customization

Challenges and Solutions

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Mass Customization: Challenges and Solutions defines the parameters of the emerging business strategy, mass customization. The book will cover the main categories of the area with a systematic examination of the following themes: manufacturing systems and mass customization, supply chain management and mass customization, and information systems and mass customization. In addition to being tightly organized by themes and a carefully selected group of contributors, the Editors will write introductory material to the sections along with introductory and concluding chapters. The result is a book that provides the field with the conceptual framework of mass customization, its tools, its solutions, and real-world examples of successful implementations of the business strategy. An important book for academics working in production operations, production manufacturing, industrial engineering, logistics, supply chain management, and industry practitioners.

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