

Mass Customization - Individualisierte Kundenanforderungen - Dominik Sailer

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Die folgende Arbeit behandelt das Thema Mass Customization und individualisierte Kundenanforderungen. Dabei konzentriert sie sich auf den Bereich des Informationsmanagements, welches damit in Zusammenhang steht. Zu Beginn der Arbeit wird hierzu der Begriff Mass Customization, die sogenannte kundenindividuelle Massenproduktion, erläutert beziehungsweise definiert. Im Anschluss wird betrachtet welche Anforderungen sich durch Mass Customization für das Informationsmanagements ergeben. Danach wird der Begriff Open Innovation behandelt, bei dem als Weiterentwicklung von Mass Customization versucht wird, die Kunden beziehungsweise Kundeninformationen zur Innovation von Produkten zu nutzen. Zuletzt wird die Arbeit in einem kurzen Fazit zusammengefasst. Die Arbeit soll den Begriff Mass Customization unter dem Blickwinkel des Informationsmanagements untersuchen, sowie betrachten wie Mass Customization durch moderne Informations- und Kommunikationsmittel ermöglicht wird. Author: Sailer, Dominik Publisher: GRIN Verlag Illustration: N Language: GER Title: Mass Customization - Individualisierte Kundenanforderungen Pages: 00012 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640730902 Category: Business & Economics : General

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