

Mass Customization

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Today customer value creation is heavily dependent on the customization of mass-products. After having reached its peak in the past mass production can no longer fulfil increasing customer demands sufficiently. After the start of new production techniques and user-friendly interfaces in combination with the Internet the issue of mass customization started to develop significantly. This book analyses different mass customization production paradigms in trying to find a shared definition which is not limited to mere modules assembly. It also empathizes the difficulties and problems, from user-friendly interfaces to very rigid customers' demand curve towards price and time issues. Based on a marketing survey of over 500 European respondents the results indicate the possibility of breaking brand s fidelity through mass-customized products provided by a short delivery time and an identical price. EAN/ISBN : 9783642183904 Publisher(s): Springer, Berlin Discussed keywords: Marketing Format: ePub/PDF Author(s): Coletti, Paolo - Aichner, Thomas

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