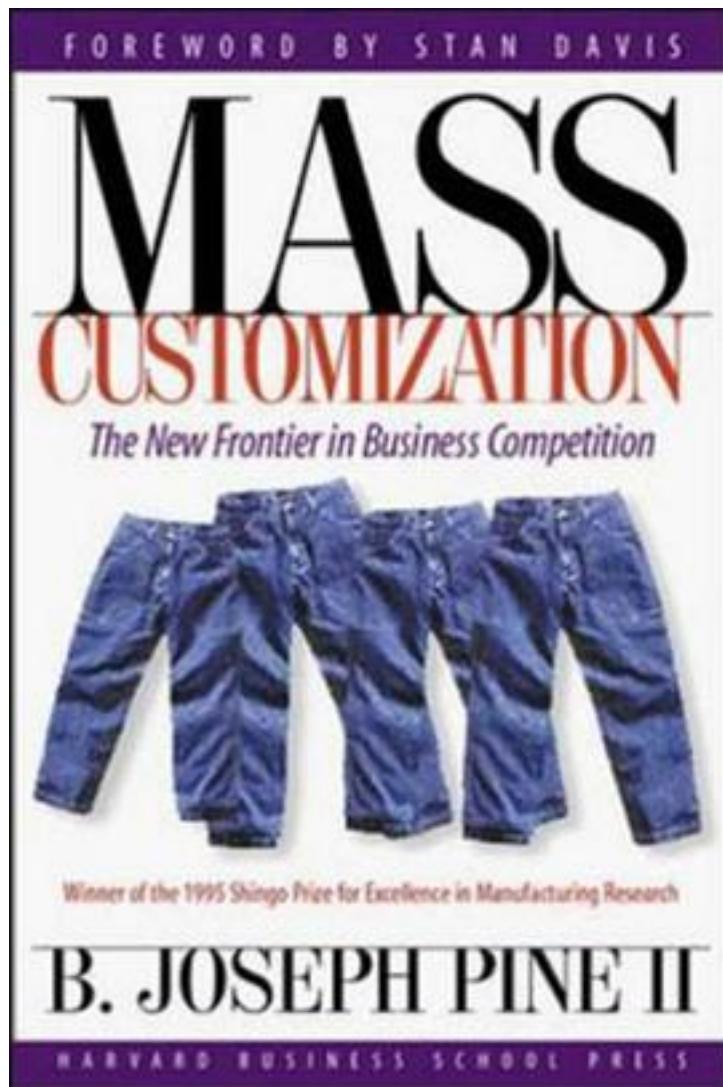


Mass Customization



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This book defines the parameters of the emerging business strategy of mass customization, covering the main categories in a systematic examination of: manufacturing systems and mass customization; supply chain management and mass customization; and information systems and mass customization. The book provides a conceptual framework for mass customization, its tools, its solutions, and real-world examples of successful implementations of the business strategy.

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