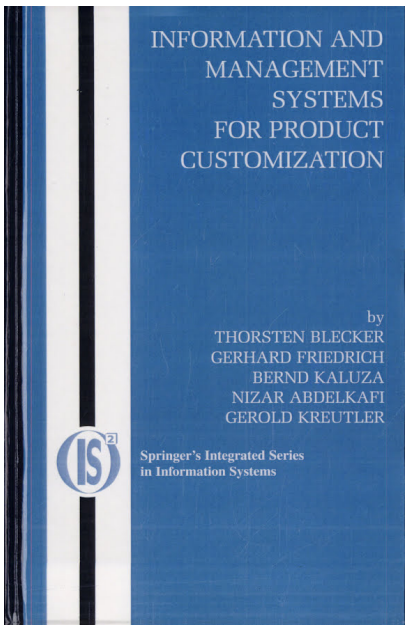

Information And Management Systems For Product Customization

Author : Thorsten Blecker Gerhard Friedrich Bernd Kaluza Nizar Abdelkafi Gerold Kreutler / **Category :**Business & Economics / **Total Pages** : 269 pages

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Summary : Free information and management systems for product customization pdf download - in today s competitive environment manufacturing and service companies are intensifying their customization processes customization means companies must meet the challenge of providing individualized products and services without introducing high costs therefore companies must address both customization and cost factors to gain a competitive advantage while product customization is the manufacturing of products according to individual customer needs it does not involve any focus on the cost perspective information and management systems for product customization will concentrate on both product customization and costs efficiency which is termed as mass customization moreover mass customization with its multi-dimensions is the new business paradigm challenging today s manufacturing companies

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