



Product Information Management for Mass Customization: Connecting Customer, Front-office and Back-office for Fast and Efficient Customization

C. Forza, F. Salvador

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Successfully managed product information for mass customization avoids disclosure of how these systems work. This is the first book to provide a holistic recognition of the essential aspects of an IT-supported product configuration system. It reveals the basic building blocks of these systems and their operational and strategic implications.

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