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Titolo	Mass customized manufacturing : theoretical concepts and practical approaches // edited by Vladimir Modrak
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Nota di bibliografia	Includes bibliographical references at the end of each chapters and indexes.
Nota di contenuto	Section I. Trends and success factors in mass customization -- Section II. Complexity drivers in mass customization -- Section III. Management and sustainability of mass customization.
Sommario/riassunto	This book brings several original contributions to research and practical applications in the field of mass customization from the designer, manufacturer, and customer perspectives respectively. It presents advancements in product design for mass customization, design of assembly and supply chain processes, variety induced complexity models, complexity management, marketing tools, information systems to support decision-making, and critical success factors of this manufacturing and marketing strategy.. A special focus of interest is also on the use of product configurators in practice and sustainability assessment for mass customization strategy. The aim is to disseminate current developments and approaches for further theoretical investigation and practical applications of mass customized manufacturing systems.

