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B. Joseph Pine II is a co-founder of The New Competition: How Mass Customization Companies Succeeded Part 2-Exploring the New Frontier in Business Competition 7.

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cannot be said for mass customization, Mass customizers must continuous improvement to the new competitive arena of mass customization.

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Jul 23, 2015 Joseph Pine is a speaker and best-selling author of the award-winning book "Mass Customization: The New Frontier in Business Competition", which has been

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