

# Mass Customization: The New Frontier In Business Competition By B. Joseph Pine II

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Review for R&D Management Buddie Joseph Pine II Mass Customization: The New Frontier in Business Competition. Foreword by Stan Davis Published 1993, Harvard Business

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Mass customization as defined by Pine (2003. P48) in his book, Mass Customization: The New Frontier in Business Competition the mass production of individually

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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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