

Mitchell M. Tseng
Frank T. Piller
Editors

The Customer Centric Enterprise

Advances
in Mass Customization
and Personalization



Springer

The Customer Centric Enterprise Advances In Mass Customization And Personalization

Klaus Moser



The Customer Centric Enterprise Advances In Mass Customization And Personalization:

The Customer Centric Enterprise Mitchell M. Tseng, Frank Piller, 2011-06-27 Companies are being forced to react to the growing individualization of demand. At the same time, cost management remains of paramount importance due to the competitive pressure in global markets. Thus, making enterprises more customer-centric efficiently is a top management priority in most industries. Mass customization and personalization are key strategies to meet this challenge. Companies like Procter & Gamble, Lego, Nike, Adidas, Land's End, BMW, or Levi Strauss among others have started large-scale mass customization programs. This book provides insight into the different aspects of building a customer-centric enterprise. Following an interdisciplinary approach, leading scientists and practitioners share their findings, concepts, and strategies from the perspective of design, production, engineering, logistics, technology, and innovation management, customer behavior, as well as marketing.

Mass Customization Strategies Klaus Moser, 2007 Mass customization is a business concept for every organization. Mass customization is not simply understood as a business strategy but also as a concept for supporting other business goals such as the operation of a mass or craft manufacturing business. This book presents seven different mass customization strategies and the competencies needed to successfully implement these strategies. The findings presented with this book and doctoral dissertation are derived from case study research. The book documents 14 mass customization case studies and presents a new form of case study research. The industry research group Mass Customization Strategies is recommended for researchers in the field of mass customization and customer integration, as well as for managers and consultants. The author, Klaus Moser, is a Project Leader at Boston Consulting Group (BCG) and a research affiliate of the TUM Research Centre for Mass Customization, Customer Integration, Technische Universität München, Germany. *Mass Customization for Personalized Communication Environments: Integrating Human Factors* Mourlas,

Constantinos, Germanakos, Panagiotis, 2009-10-31 This book focuses on the customization of services and communication environments to advance user satisfaction. Provided by publisher. *The Science of Footwear* Ravindra S.

Goonetilleke, 2012-11-06 Although we now have sophisticated algorithms and techniques for determining the shapes and sizes and for matching the fit between shoes and feet, few if any of the books currently available cover these new technologies until now. Bringing together high-quality and state-of-the-art contributions from designers, biomechanists, ergonomists, engineers, podiatrists, and scientists from industry and academia, *The Science of Footwear* provides an in-depth understanding of the technology and techniques involved in the design and development of a popular and demanding consumer product. This book introduces the design, development, manufacturing, and marketing of footwear. The chapters contain data from past research and the state-of-the-art methodologies. They not only cover every aspect of the product design but also how the footwear industry caters to the wide-ranging needs of sophisticated and demanding customers. The footwear industry has rapidly changed over the last 10 years. Mass production has changed to personalization, and mass customization areas that

are not well understood This book explores these different concepts in a coherent way drawing on differing views that give a holistic view of the science behind footwear Collating information from different disciplines the book provides the tools to develop the next generation of footwear *Managing Emerging Technologies for Socio-Economic Impact* Dimitris G.Assimakopoulos,Ilan Oshri,Krsto Pandza,2015-04-30 The development of emerging technologies demands a rapidly expanding knowledge base and intensive collaboration across organizational institutional and cultural borders This book is the first of its kind to focus on the management of key emerging tec

Industrial Informatics Design, Use and Innovation: Perspectives and Services Holmström, Jonny,Wiberg, Mikael,Lund, Andreas,2010-06-30 This book provides a sound grounding in what industrial informatics is and in what directions the field is moving providing a broad state of the art review and showing connections and gaps in knowledge for those who design and use information technologies in industrial settings Provided by publisher Identifying, Measuring, and Valuing Knowledge-Based Intangible Assets: New Perspectives Vallejo-Alonso, Belen,Rodriguez-Castellanos, Arturo,Arregui-Ayastuy, Gerardo,2010-10-31 The main scope of the book is to highlight the importance of intangible resources in business management evidenced in their measurement and financial valuation and the need for a strategic analysis that enables them to be identified and then assessed Provided by publisher

Production Processes and Product Evolution in the Age of Disruption Francesco Gabriele Galizia,Marco Bortolini,2023-08-07 This book includes state of the art and original research contributions from two well established conferences which collectively focus on the joint design development and management of products advanced production systems and business for sustainable customization and personalization The book includes wide range of topics within these subjects ranging from industrial success factors to original contributions within the field The authors represent worldwide leading research institutions

Unleashing the Startup Unicorn Vivek Kale,2024-01-30 It is well known that high tech startups need to innovate to survive yet the failure rate for innovation is shockingly high Nearly three out of four new products or services i e their startups miss their revenue and profit goals or fail entirely It s a misconception that high tech startups fail only because of the failing products or finances The failures could also be because of erroneous choice of technology platforms development teams or methodology or even the project execution Accordingly this book takes a holistic view of a startups aesthetics that enables it to become attractive for all stakeholders especially investors in all aspects of its operations at all stages of its lifecycle This book Looks at aspects of venture capital financing and what investors look for in a contemporary startup Shows how only an overarching aspiration for a startup to become a Unicorn is sufficient to explain the typical characteristics of legendry Silicon Valley Unicorns like Google Facebook LinkedIn and Twitter Covers major application areas of current future interest namely intelligent systems intelligent assistants wireless sensor networks Internet of Things IoT and blockchain systems Introduces the contemporary skills set in demand for Startups To succinctly cover all aspects of a contemporary startup *Unleashing the Startup Unicorn* is organized to reflect the natural grouping of

competencies that are essential for entrepreneurial ventures from conception to successful exit To understand and analyze these competencies the book uses an extended 9S model inspired by the pioneering McKinsey 7S model *Digital Value Migration in Media, ICT and Cultural Industries* Zvezdan Vukanovic, Mike Friedrichsen, Milivoje Pavlovic, 2019-02-04 Societies today are in a period of dynamic change highly fluid and contested in moving from traditional to liberal and from local to global as well as varying from highly developed to emerging market economies Alongside and facilitating this is a rapidly and exponentially changing digital media industry including new technologies multi platform distributions and advertising models This monograph highlights identifies evaluates and provides rich insight into the complex nature and meaning of different digital value migration in media corporations and ICT companies It illustrates how such values affect both the internal and the external environments of media companies and industries as well as prosumers consumption Including chapters from expert scholars and industry practitioners representing cutting edge research in the U S and Europe in the fields of digital convergence broadband media and information communication technology ICT business and technology the book helps academics researchers media policymakers and corporate executives better understand today s undulating media and ICT markets Specifically it illuminates where they have come from what is at stake and what forces drive and constrain them in global hypercompetitive markets Ultimately it aims relatedly to facilitate high academic business and professional standards This text will be of key interest to scholars students and business and industry practitioners in digital media media management international business media economics and media policy and more broadly to those in the cultural industries strategic management business studies and marketing **Mass Customization** Frank Piller, 2007-10-24 Frank Thomas Piller analysiert die Möglichkeiten und Herausforderungen von Mass Customization aus wettbewerbs und produktionswirtschaftlicher Sicht **Advances in Production** Anna Burduk, Andre Batako, José Machado, Ryszard Wyczółkowski, Katarzyna Antosz, Arkadiusz Gola, 2023-10-09 This book discusses the papers presented at Conference ISPEM 2023 which was organized by Wrocław University of Science and Technology Liverpool John Moores University and University of Minho The conference gave an opportunity to exchange experiences in intelligent systems and tools in production and maintenance especially its practical application *Proceedings of the ... ASME Design Engineering Technical Conferences*, 2007 **Advances in Electronics, Computer, Physical and Chemical Sciences** Saiyed Salim Sayeed, Hemant Kumar Sharma, Pramod Kumar Yadav, Brijesh Mishra, 2025-04-29 The conference aimed to provide a platform for researchers scientists technocrats academicians and engineers to exchange their innovative ideas and new challenges being faced in the field of emerging technologies It provided an opportunity to exchange ideas among global leaders and experts from academia and industry in developing domains such as machine learning intelligence systems smart infrastructure advanced power technology and so forth It covered all broad disciplines of electronics computer physical and chemical science engineering **Handbook of Social Media Management** Mike Friedrichsen, Wolfgang

Mühl-Benninghaus, 2013-05-28 Digitization and Web 2.0 have brought about continuous change from traditional media management to new strategic operative and normative management options. Social media management is on the agenda of every media company and requires a new set of specialized expertise on digital products and communication. At the same time, social media has become a vibrant field of research for media economists and media management researchers. In this handbook, international experts present a comprehensive account of the latest developments in social media research and management, consistently linking classical media management with social media. The articles discuss new theoretical approaches as well as empirical findings and applications, yielding an interesting overview of interdisciplinary and international approaches. The book's main sections address forms and content of social media, impact and users, management with social media, and a new value chain with social media. The book will serve as a valuable reference work for researchers, students, and professionals working in media and public relations.

Strategic Innovation and Sustainable Customer-Centric Growth Ananthan, Sriram, Kohli, Amit, Manickam, Thirupathi, Dhanabalan, T., 2025-09-11 Strategic innovation and sustainable customer-centric growth drive long-term success in today's evolving business landscape. Organizations that prioritize innovation adapt to changing market demands while ensuring they stay ahead. By placing the customer at the core of their strategies, businesses can create lasting value, build brand loyalty, and drive meaningful growth that balances profitability with long-term sustainability. This approach requires a continuous alignment of innovative efforts with customer needs, emerging technologies, and environmental and social responsibility. The convergence of strategy innovation and a customer-centric mindset may build resilient and future-ready organizations. Strategic Innovation and Sustainable Customer-Centric Growth explores how organizations can leverage strategic innovation to develop sustainable customer-centric business models that drive long-term growth. It examines the integration of customer insights, technological advancements, and sustainability practices into core strategies to create competitive advantage and lasting value. This book covers topics such as business strategy, circular economics, and digital marketing and is a useful resource for business owners, academicians, researchers, and scientists.

Additive Manufacturing (AM) Michelle Juliette Moisa, 2020-01-31 Die Fertigungstechnologie Additive Manufacturing (AM) wird aktuell in vielen Branchen aufgrund ihres disruptiven Potenzials als Game Changer wahrgenommen. Die Technologie eröffnet zahlreiche Ansätze für die Gestaltung AM-basierter Geschäftsmodelle. Unternehmen stehen bei deren Realisierung jedoch vor der Fragestellung, wie sie ihre Unternehmensressourcen zielgerichtet ausgestalten können. Besonders der hohe Digitalisierungsgrad der Fertigungstechnologie und die zunehmende Relevanz der IT erfordern in diesem Zusammenhang eine strategische Ausrichtung der IT-Business-IT-Alignment. Das Ergebnis der Arbeit ist ein IT-basiertes Konzept, mit dessen Hilfe Entwicklungsentscheidungen zur Umsetzung AM-basierter Geschäftsmodelle unter Berücksichtigung von Business-IT-Alignment unterstützt werden können. Grundlage bilden sogenannte Capabilities/Fähigkeiten aus dem Kontext des Enterprise Architecture Managements. Diese dokumentieren das Leistungsvermögen eines Unternehmens.

durch die Zusammenführung erforderlicher Unternehmensressourcen Das entwickelte und evaluierte Capability Konzept beruht maßgeblich auf Ergebnissen quantitativer und qualitativer Explorationen und umfasst fünf Bestandteile Als Kernkomponente des Konzepts definiert eine sechsstufige Dekompositionsstruktur wie Capabilities durch geeignete Anforderungen und Projektstrukturen bis hin zu IT bezogenen Requirements konkretisiert werden können Innerhalb dieses Orientierungsrahmens stehen den fokussierten Entscheidungsstrategien zahlreiche Analysemöglichkeiten zur Verfügung sodass Entwicklungsbedarfe sichtbar werden und Investitionsentscheidungen gezielt getroffen werden können

Advances in the Human Side of Service Engineering Jim Spohrer,Christine Leitner,2020-07-09 This book reports on cutting edge research and best practices in developing innovative service systems It covers issues concerning the suitability of a given system for human use human services and excellent human experiences It explores a wide range of ways in which human factors in engineering ergonomics human computer interaction HCI cognitive engineering and many other disciplines can contribute to the design and management of service systems It considers aspects related to cost effectiveness ethics and privacy among others and covers applications in many areas from healthcare to education transportation and the economy Based on the AHFE 2020 Virtual Conference on the Human Side of Service Engineering held on July 16 20 2020 the book provides readers with a comprehensive overview of current research and future challenges in the field of service engineering together with practical insights into the development of innovative services for various kinds of organizations

Integrationskompetenz von Kunden bei individuellen Leistungen Melanie Müller,2007-07-26 Melanie Müller untersucht die Integration von Kunden beim Angebot individueller Leistungen Mass Customization Sie setzt die erforderliche Kundenintegrationskompetenz zu zentralen Größen der Marketingforschung nämlich Servicequalität und Kundenzufriedenheit in Verbindung und leitet Handlungsempfehlungen zur Steuerung der Kundenintegrationskompetenz und zur Gestaltung erfolgreicher Co Design Prozesse ab

Advances in Emerging Information and Communication Technology Asadullah Shaikh,Abdullah Alghamdi,Qing Tan,Ibrahiem M. M. El Emary,2024-05-06 The book presents the proceedings of the International Conference on Innovation of Emerging Communication and Information Technology ICIEICT 2023 which took place September 11 to 13 2023 virtually and in Madrid Spain The conference is devoted to communication computer science electrical and electronics engineering telecommunication engineering and information technology The conference is intended to provide a forum for research scientists engineers educators and practitioners throughout the world to learn share knowledge publish and disseminate the most recent innovations and developments ideas and applications in all fields of science technology and information technology

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