



# Mass Customization: The New Frontier in Business Competition

By B. Joseph Pine

Download now

Read Online ➔

**Mass Customization: The New Frontier in Business Competition** By B. Joseph Pine

The mass production of standardized goods was the source of America's economic strength for generations and became the model for successful industries. Today, that model is a major cause of the nation's declining competitiveness. In the turbulent business environment that characterizes many industries, it no longer works. As Joseph Pine shows in this work, innovative companies are embracing a new paradigm of management - mass customization - that allows them to create greater variety and customization in their products and services at competitive prices, or better.

 [Download Mass Customization: The New Frontier in Business C ...pdf](#)

 [Read Online Mass Customization: The New Frontier in Business ...pdf](#)

# Mass Customization: The New Frontier in Business Competition

*By B. Joseph Pine*

## **Mass Customization: The New Frontier in Business Competition** By B. Joseph Pine

The mass production of standardized goods was the source of America's economic strength for generations and became the model for successful industries. Today, that model is a major cause of the nation's declining competitiveness. In the turbulent business environment that characterizes many industries, it no longer works. As Joseph Pine shows in this work, innovative companies are embracing a new paradigm of management - mass customization - that allows them to create greater variety and customization in their products and services at competitive prices, or better.

## **Mass Customization: The New Frontier in Business Competition** By B. Joseph Pine Bibliography

- Sales Rank: #1182255 in Books
- Published on: 1992-10-01
- Original language: English
- Number of items: 1
- Dimensions: 9.50" h x 6.00" w x 1.25" l, 1.30 pounds
- Binding: Hardcover
- 368 pages

 [Download Mass Customization: The New Frontier in Business C ...pdf](#)

 [Read Online Mass Customization: The New Frontier in Business ...pdf](#)

## **Download and Read Free Online Mass Customization: The New Frontier in Business Competition By B. Joseph Pine**

---

### **Editorial Review**

#### **Review**

"Brings to the fore the discussion on how companies will meet the future needs of their customers and, ultimately, survive in intensely competitive markets." -- *Information Week*

#### **From the Publisher**

Winner of the 1995 Shingo Prize for Excellence in Manufacturing Research. Named a best business book of the year by the Financial Times, Named a best business book of the year by Library Journal

#### **From the Back Cover**

The mass production of standardized goods was the source of America's economic strength for generations. But in today's turbulent business environment mass production no longer works; in fact, it has become a major cause of the nation's declining competitiveness. As Joseph Pine makes clear, the most innovative companies are rapidly embracing a new paradigm of management - mass customization - that allows them the freedom to create greater variety and individuality in their products and services at desirable prices. New ways of managing, together with new technology, enable savvy businesses to provide each customer with the attractive "tailor-made" benefits of the pre-industrial craft system at the low costs of modern mass production. Companies that have discovered and successfully implemented mass customization are swiftly outpacing their competitors in gaining new customers and achieving higher margins. Among the firms that are leading their industries to this new frontier are McGraw-Hill, which can deliver custom-made classroom textbooks in quantities under 100 copies; Motorola, which can manufacture any one of 29 million variations of pagers within twenty minutes after receipt of order; and TWA Getaway Vacations, which offers custom-designed tours at the same price that others charge for standardized group tour packages. Pine explains mass customization in its historical context. He reviews the history of production in America, demonstrates why mass production cannot work in industries experiencing upheaval, and outlines how new forms of competition have led to greater variety and customization. Based upon academic and field research, his work is a thoughtful analysis and commentary on when and how managers in both service and manufacturing industries can make the crucial transition to mass customization. He details the strategies, methods, and organizational transformations required to develop, produce, market, and deliver individually customized goods and services, and he shows managers how to analyze their own industries to determine if they should shift to mass customization. The term "mass customization" was coined by Stan Davis in his 1987 book, *Future Perfect*. Joseph Pine has documented its place in the continuum of industrial development and mapped out the management implications for firms that decide to adopt it.

### **Users Review**

#### **From reader reviews:**

#### **Joan Myers:**

Do you have something that you prefer such as book? The guide lovers usually prefer to choose book like comic, brief story and the biggest an example may be novel. Now, why not hoping Mass Customization: The New Frontier in Business Competition that give your enjoyment preference will be satisfied by reading this book. Reading habit all over the world can be said as the opportunity for people to know world better then how they react when it comes to the world. It can't be claimed constantly that reading practice only for the

geeky man or woman but for all of you who wants to become success person. So , for every you who want to start reading as your good habit, it is possible to pick Mass Customization: The New Frontier in Business Competition become your personal starter.

**Alonzo Stark:**

Reading a book to be new life style in this season; every people loves to examine a book. When you read a book you can get a lots of benefit. When you read ebooks, you can improve your knowledge, mainly because book has a lot of information onto it. The information that you will get depend on what sorts of book that you have read. If you want to get information about your study, you can read education books, but if you want to entertain yourself you can read a fiction books, these kinds of us novel, comics, in addition to soon. The Mass Customization: The New Frontier in Business Competition provide you with new experience in studying a book.

**Kelly Blow:**

You may spend your free time to see this book this e-book. This Mass Customization: The New Frontier in Business Competition is simple to develop you can read it in the recreation area, in the beach, train along with soon. If you did not include much space to bring the printed book, you can buy the e-book. It is make you better to read it. You can save the particular book in your smart phone. And so there are a lot of benefits that you will get when you buy this book.

**Cheree Rodriquez:**

Beside this specific Mass Customization: The New Frontier in Business Competition in your phone, it may give you a way to get more close to the new knowledge or facts. The information and the knowledge you will got here is fresh from oven so don't possibly be worry if you feel like an outdated people live in narrow village. It is good thing to have Mass Customization: The New Frontier in Business Competition because this book offers to your account readable information. Do you often have book but you seldom get what it's exactly about. Oh come on, that would not happen if you have this with your hand. The Enjoyable set up here cannot be questionable, including treasuring beautiful island. Use you still want to miss it? Find this book and read it from now!

**Download and Read Online Mass Customization: The New Frontier in Business Competition By B. Joseph Pine #CVPIT03QWY9**

## **Read Mass Customization: The New Frontier in Business Competition By B. Joseph Pine for online ebook**

Mass Customization: The New Frontier in Business Competition By B. Joseph Pine Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Mass Customization: The New Frontier in Business Competition By B. Joseph Pine books to read online.

### **Online Mass Customization: The New Frontier in Business Competition By B. Joseph Pine ebook PDF download**

**Mass Customization: The New Frontier in Business Competition By B. Joseph Pine Doc**

**Mass Customization: The New Frontier in Business Competition By B. Joseph Pine Mobipocket**

**Mass Customization: The New Frontier in Business Competition By B. Joseph Pine EPub**

**CVPIT03QWY9: Mass Customization: The New Frontier in Business Competition By B. Joseph Pine**