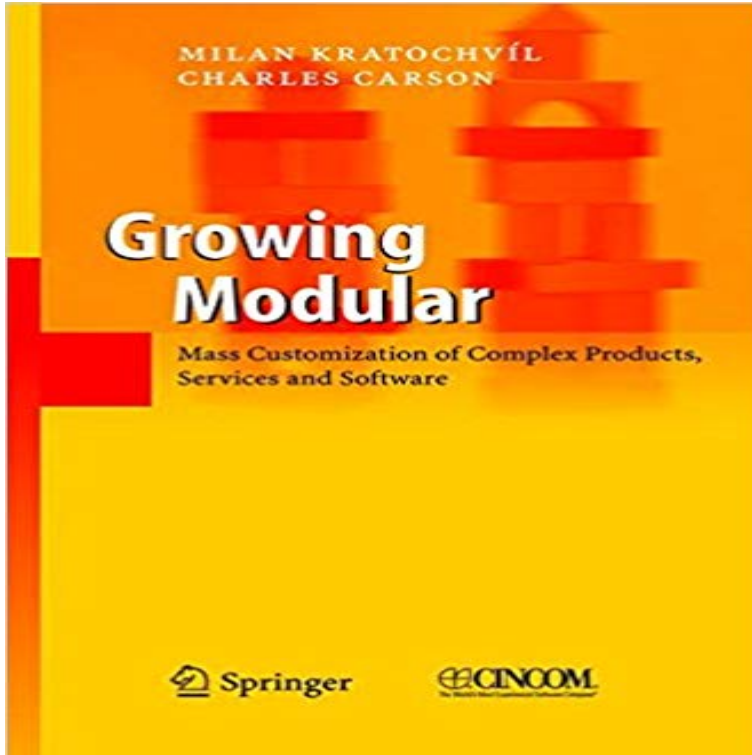


Growing Modular: Mass Customization of Complex Products, Services and Software



A starter to the concepts of modularization and mass customization. Condensed and application-oriented approach for a broad audience in engineering, production, sales and marketing. Provides an extensive configurator evaluation checklist for future users and a supplement of business cases.

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