

MASS CUSTOMIZATION: SOME TRENDS AND RESEARCH

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Abstract: *This paper presents an overview of some aspects of the current research in the field of mass customization worldwide. In the first chapter, general information about some fields of interest concerning mass customization is presented. The following chapters deal with various approaches in the research area, showing some interesting trends. The last chapter deals with the proposed future research ideas and possibilities in the area of mass customization in the context of presented overview.*

Key words: *mass customization, product configuration, open framework, customer profile, customers' needs*



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