

De la production massive à la customisation massive



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Reviews

This written book is great. I am quite late in start reading this one, but better then never. You will not really feel monotony at at any moment of your time (that's what catalogues are for about when you check with me).
(Abe Reichel DDS)

DE LA PRODUCTION MASSIVE ` LA CUSTOMISATION MASSIVE



Condition: New. Publisher/Verlag: Éditions universitaires européennes | La production de masse s'est très largement imposée durant la première moitié du XXème siècle dans les pays industrialisés. Elle consiste à créer des produits standardisés en quantité très importante afin de réaliser des bénéfices grâce aux économies d'échelle. Dans un nouveau contexte économique où l'offre surpasse la demande, les produits standardisés ne suffisent plus. Afin de stimuler la demande et d'obtenir des parts de marché, les entreprises doivent aujourd'hui centrer leurs stratégies organisationnelles sur le consommateur en comprenant ses nouveaux comportements. La customisation de masse est une stratégie de production récente qui s'impose progressivement dans tous les secteurs. Elle permet de réaliser des économies d'échelle et de différencier l'offre face à des concurrents toujours plus nombreux. Cet ouvrage vise à donner les clés pour comprendre comment l'entreprise va devoir s'adapter à ce nouveau processus pour continuer de satisfaire des clients toujours plus exigeants. | Format: Paperback | Language/Sprache: fre | 72 pp.



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