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Ralph F rderer Option and Component Bundling under Demand Risk Mass Customization Strategies in the Automobile Industry With a Foreword by Prof. Dr. Arnd Huchzermeier

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The Dynamic Effects of Bundling as a Product Strategy

1 Introduction Bundling, the practice of including two or more products within a separate product bundle, is arguably the most exible element of product strategy, since the component products are already available.

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