



# DESIGN2020

16<sup>th</sup> INTERNATIONAL  
DESIGN CONFERENCE

Poot, L. P., Wehlin, C., Tarkian, M. and Ölvander, J. (2020) “INTEGRATING SALES AND DESIGN: APPLYING CAD CONFIGURATORS IN THE PRODUCT DEVELOPMENT PROCESS,” Proceedings of the Design Society: DESIGN Conference. Cambridge University Press, 1, pp. 345–354. doi: <https://doi.org/10.1017/dsd.2020.129>