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Collana	Springer Proceedings in Business and Economics, , 2198-7254
Disciplina	327.7300684
Soggetti	Technological innovations Economic development Manufactures Innovation and Technology Management Economic Development, Innovation and Growth Machines, Tools, Processes
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Mass Customization in the Building and Construction Industry -- Reconfiguring Variety, Profitability and Postponement for Product Customization with Global Supply Chains -- Mass Customization Challenges of Engineer-to-Order Manufacturing -- An Open-Source Model of Collaboration and Customization in Architecture -- Information-Driven Customization: A Profile Matching Model -- The Potential of Product Customization Using Technologies of Additive Manufacturing -- Conceptual Model for Developing of Platform-centric Production Architectures -- From ETO to Mass Customization: a Bi-Level ETO Enabling Process -- Utilization of Mass Customization in Construction and Building Industry -- Challenges in Choice Navigation for SMEs -- Machine-part Formation Enabling Reconfigurable Manufacturing Systems Configuration Design - Line Balancing Problem for Low Volume and High Variety -- Engineering Change Management and Transition Towards Mass Customization -- The Evolutionary

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 Virtual Stores: An Exploration of Consumer Experience -- 7 Steps  
 Manufacturers Must Take to Begin Offering Mass Customization to their  
 Customers.

## Sommario/riassunto

This proceedings volume presents the latest research from the  
 worldwide mass customization, personalization and co-creation (MCPC)  
 community bringing together new thoughts and results from various  
 disciplines within the field. The chapters are based on papers from The  
 MCPC 2015 Conference where the emphasis was placed on “managing  
 complexity.” MCPC is now beginning to emerge in many industries as a  
 profitable business model. But customization and personalization go  
 far beyond the sheer individualization of products and become an  
 extension of current business models and production styles. This book  
 covers topics such as complexity management of knowledge-based  
 systems in manufacturing design and production, sustainable mass  
 customization, choice navigation, and product modeling. The chapters  
 are contributed by a wide range of specialists, offering cutting-edge  
 research, as well as insightful advances in industrial practice in key  
 areas. The MCPC 2015 Conference had a strong focus on real life MCPC  
 applications, and this proceedings volume reflects this. MCPC  
 strategies aim to profit from the fact that people are different. Their  
 objective is to turn customer heterogeneities into profit opportunities,  
 hence addressing the current trend of long tail business models. Mass  
 customization means to provide goods and services that best serve  
 individual customers' personal needs with near mass production  
 efficiency. This book brings together the latest from MCPC thought  
 leaders, entrepreneurs, technology developers, and researchers that  
 use these strategies in practice.

