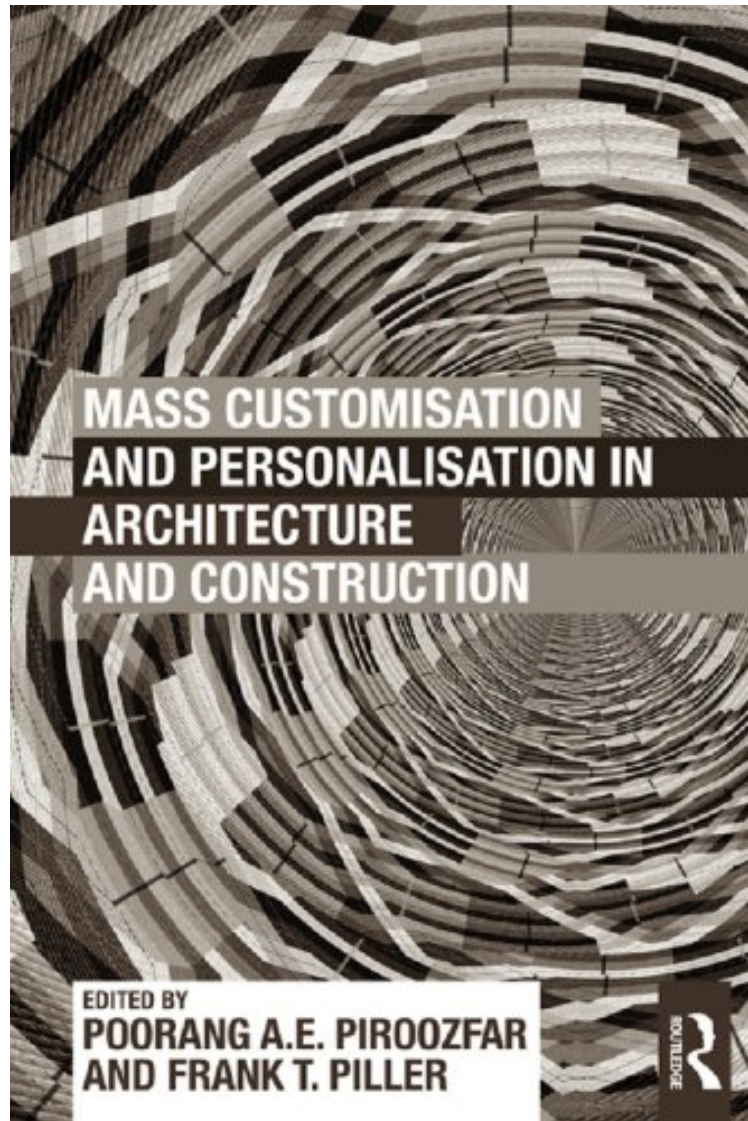


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Challenged by the recent economic crisis, the building and construction industry is currently seeking new orientation

and strategies. Here mass customisation is uncovered as a key strategy in helping to meet this challenge. The term mass customisation denotes an offering that meets the demands of each individual customer, whilst still being produced with mass production efficiency. Today mass customisation is emerging from a pilot stage into a scalable and sustainable strategy...The first dedicated publication of its kind, this book provides a forum for the concept within an applied and highly innovative context. The book includes contributions from some of the most prominent thinkers and practitioners in the field from across the world, including Kasper S. Vibaek, Steve Kendall, Martin Bechthold, Mitchell M. Tseng, and Masa Noguchi. Bringing together this panel of experts who have carried out research both in academia and practice, this book provides an overview of state-of-the-art practice related to the concept of customisation and personalisation within the built environment.

About the Author Poorang A.E. Piroozfar is a Senior Lecturer in Architectural Technology and Co-director of @BEACON (Advanced Technologies in the Built Environment, Architecture Construction) at the School of Environment and Technology, University of Brighton, UK. Frank T. Piller is a Professor of Management and Director of the Technology Innovation Management Group of RWTH Aachen University, Germany. He is also a Faculty Member of the MIT Smart Customization Group at the MIT Media Lab, Massachusetts Institute of Technology, USA.

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