



Mass Customisation and Personalisation in Architecture and Construction

From Routledge

Download now

Read Online ➔

Mass Customisation and Personalisation in Architecture and Construction

From Routledge

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. Vibæk, 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.

 [Download Mass Customisation and Personalisation in Architec ...pdf](#)

 [Read Online Mass Customisation and Personalisation in Archit ...pdf](#)

Mass Customisation and Personalisation in Architecture and Construction

From Routledge

Mass Customisation and Personalisation in Architecture and Construction From Routledge

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.

Mass Customisation and Personalisation in Architecture and Construction From Routledge Bibliography

- Sales Rank: #3132807 in Books
- Published on: 2013-07-03
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 6.25" w x .50" l, .0 pounds
- Binding: Paperback
- 272 pages

 [Download Mass Customisation and Personalisation in Architec ...pdf](#)

 [Read Online Mass Customisation and Personalisation in Archit ...pdf](#)

Editorial Review

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.

Users Review

From reader reviews:

Shirley Frazier:

Why don't make it to be your habit? Right now, try to prepare your time to do the important act, like looking for your favorite reserve and reading a reserve. Beside you can solve your trouble; you can add your knowledge by the e-book entitled Mass Customisation and Personalisation in Architecture and Construction. Try to make book Mass Customisation and Personalisation in Architecture and Construction as your close friend. It means that it can for being your friend when you feel alone and beside associated with course make you smarter than before. Yeah, it is very fortunated in your case. The book makes you much more confidence because you can know anything by the book. So , let's make new experience along with knowledge with this book.

Dolores Mika:

Have you spare time for just a day? What do you do when you have more or little spare time? Yep, you can choose the suitable activity intended for spend your time. Any person spent their spare time to take a stroll, shopping, or went to the actual Mall. How about open or even read a book allowed Mass Customisation and Personalisation in Architecture and Construction? Maybe it is to become best activity for you. You recognize beside you can spend your time together with your favorite's book, you can smarter than before. Do you agree with the opinion or you have various other opinion?

Peggy Young:

Reading a book can be one of a lot of activity that everyone in the world adores. Do you like reading book consequently. There are a lot of reasons why people fantastic. First reading a reserve will give you a lot of new details. When you read a publication you will get new information simply because book is one of

numerous ways to share the information or maybe their idea. Second, examining a book will make a person more imaginative. When you examining a book especially hype book the author will bring that you imagine the story how the character types do it anything. Third, you are able to share your knowledge to some others. When you read this Mass Customisation and Personalisation in Architecture and Construction, you can tells your family, friends and soon about yours guide. Your knowledge can inspire average, make them reading a e-book.

Karen Schanz:

This Mass Customisation and Personalisation in Architecture and Construction is brand new way for you who has intense curiosity to look for some information since it relief your hunger associated with. Getting deeper you upon it getting knowledge more you know or you who still having little digest in reading this Mass Customisation and Personalisation in Architecture and Construction can be the light food to suit your needs because the information inside this particular book is easy to get by simply anyone. These books develop itself in the form that is reachable by anyone, sure I mean in the e-book application form. People who think that in guide form make them feel drowsy even dizzy this book is the answer. So there isn't any in reading a e-book especially this one. You can find actually looking for. It should be here for you. So , don't miss it! Just read this e-book sort for your better life and also knowledge.

**Download and Read Online Mass Customisation and
Personalisation in Architecture and Construction From Routledge
#8UPTVSM3H1E**

Read Mass Customisation and Personalisation in Architecture and Construction From Routledge for online ebook

Mass Customisation and Personalisation in Architecture and Construction From Routledge Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Mass Customisation and Personalisation in Architecture and Construction From Routledge books to read online.

Online Mass Customisation and Personalisation in Architecture and Construction From Routledge ebook PDF download

Mass Customisation and Personalisation in Architecture and Construction From Routledge Doc

Mass Customisation and Personalisation in Architecture and Construction From Routledge Mobipocket

Mass Customisation and Personalisation in Architecture and Construction From Routledge EPub

8UPTVSM3H1E: Mass Customisation and Personalisation in Architecture and Construction From Routledge