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Companies are being forced to react to the growing individualization of demand. At the same time, cost management remains of paramount importance due to the competitive pressure in global markets. Thus, making enterprises more customer centric efficiently is a top management priority in most industries. Mass customization and personalization are key strategies to meet this challenge. Companies like Procter&Gamble, Lego, Nike, Adidas, Land's End, BMW, or Levi Strauss, among others, have started large-scale mass customization programs. This book provides insight into the different aspects of building a customer centric enterprise. Following an interdisciplinary approach, leading scientists and practitioners share their findings, concepts, and strategies from the perspective of design, production engineering,

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logistics, technology and innovation management, customer behavior, as well as marketing. A starter to the concepts of modularization and mass customization. Condensed and application-oriented approach for a broad audience in engineering, production, sales and marketing. Provides an extensive configurator evaluation checklist for future users and a supplement of business cases. Mass Customization excites both Researchers and Practitioners because of the possibility to produce customized products with mass production efficiency. Mass Customization - An Exploration of European Characteristics gives an overview on the need for personalisation from a customer perspective, analyses Mass Customization theories and assesses relevant best practices of European and International markets. The results of a survey among more than 500 European customers show a declining willingness of customers to compromise on the issue of suitability of products to their personal needs and preferences, the possibility for companies to break brand loyalty and the influence of immediate availability, delivery time and price to the customer's willingness to take part in the co-creation process. Mass Customization has become important to business because of the difficulties of customers to find what they want despite an increase in product variety for many products over the past decades. The emergence of modern technologies in production and communication, however, allows companies to produce customized products without relinquishing economies of scale. With only few companies having taken this promising path, the authors believe that Mass Customization and Mass Customization related marketing strategies will play an essential role in the future and prompt both market leaders and their competitors to offer customization on a large scale for a vast variety of products. A growing heterogeneity of demand, the advent of 'long tail markets', exploding product complexities, and the rise of creative consumers are challenging companies in all industries to find new strategies to address these trends. Mass customization (MC) has emerged in the last decade as the premier strategy for companies in all branches of industry to profit from heterogeneity of demand and a broad scope of other customer demands. The research and practical experience collected in this book

presents the latest thinking on how to make mass customization work. More than 50 authors from academia and management debate on what is viable now, what did not work in the past, and what lurks just below the radar in mass customization, personalization, and related fields. Edited by two leading authorities in the field of mass customization, both volumes of the book discuss, among many other themes, the latest research and insights on customization strategies, product design for mass customization, virtual models, co-design toolkits, customization value measurement, open source architecture, customization communities, and MC supply chains. Through a number of detailed case studies, prominent examples of mass customization are explained and evaluated in larger context and perspective. What does it mean "to dell?" This newly coined business verb means to mass-customize, making products only in response to actual demand. This allows a product to "go direct" to a customer, and it's what Dell Computer does instead of forcing mass-produced computers on its customers. And Dell's not alone. As Editors Jim Gilmore and Joe Pine point out in their introduction to *Markets of One*, mass customization is a trend that has caught on among consumer and business-to-business companies alike - think of Levi's jeans, Aramark's hospital services, Select Comfort mattresses, and Peapod or Streamline grocery delivery, to name a few. Companies customize their offerings to meet the unique needs of individual customers so that nearly everyone can obtain exactly what they want at a reasonable price. It's a paradigm shift away from the one-size-fits-all way managers have thought about markets over the past century- today, every individual customer is a market of one. This collection of ten Harvard Business Review articles chronicles the evolution of business competition from mass markets to markets of one- in other words, from creating standardized value through mass production to creating customer-unique value through mass customization. The book examines many of the resulting changes in approach to strategy and operations- for example, moving from pushing products to fulfilling individual needs, from focusing solely on market share to measuring customer share, and from marketing to the masses to cultivating learning relationships with each

customer. *Markets of One* offers the best of the leading thinkers on the topic, exploring both the promise and pitfalls of mass customization. Practical applications are presented with examples of leading companies who successfully mass customize for markets of one. A Harvard Business Review Book *Mass Customization and Footwear: Myth, Salvation or Reality* is the only book dedicated to the application of mass customization in a particular industry. By showing examples of how a "mature" manufacturing sector like shoe making can be thoroughly renovated in business and mentality by applying this paradigm; *Mass Customization and Footwear: Myth, Salvation or Reality* will be bought by practitioners in the footwear sector and postgraduates, researchers and lecturers in the area of mass customization. *Mass Customization* examines the business opportunities, considerations, and challenges manufacturers in various industries must weigh before committing to the significant investment in machinery and software needed to go to mass customization. For manufacturers who decide that it's time to take the plunge, the author describes the proven methods and latest technologies for making mass customization work seamlessly and profitably on the factory floor. Mass customization—the automated manufacturing bespoke products, profitably combining the low unit costs of mass production with the flexibility of building custom products to order—has been touted as the next big thing for more than a quarter of a century. Until recently, however, mass customization made only modest inroads in a few industries. Now, the convergence of new ICT and manufacturing technologies with traditional CNC technologies means that mass customization's moment has arrived for breaking out into a wide range of industries. Hans Kull is an engineer and mathematician who applies his expertise in combinatorial optimization, programming, and engineering to devising end-to-end automated solutions for mass customization, automating and optimizing all processes—from bespoke parts supply, order processing, production, and waste minimization to packing and delivery. He shares with his readers practical lessons for making mass customization succeed, case studies from various industries, and an insider's vision of the business implications of mass customization's

coming of age. This book defines the parameters of the emerging business strategy of mass customization, covering the main categories in a systematic examination of: manufacturing systems and mass customization; supply chain management and mass customization; and information systems and mass customization. The book provides a conceptual framework for mass customization, its tools, its solutions, and real-world examples of successful implementations of the business strategy. "This book describes original, innovative works on IT systems for mass customization, and provides a multitude of solutions, tools, concepts and successful realizations of IT systems for mass customization. It discusses state-of-the-art mass customization while depicting the importance of IT in making the strategy function efficiently in order to support the business processes required for manufacturing individualized products"--Provided by publisher. To adapt to global competitive pressures, manufacturers must develop methods and enabling technologies towards a personalized, customer oriented and sustainable manufacturing. Mass Customization and Sustainability defines the two concepts of mass customization and sustainability and introduces a framework to establish a link between the two concepts to answer the questions: Are these two aspects empowering one another? Or are they hindering one another? These questions investigate mass customization as one of the main driving forces to achieve effective sustainability. A methodology to assess the contribution of mass customization to sustainability is developed, providing an assessment model composed by a set of indicators covering the three aspects of sustainability: social, economical and environmental. This is supported and further explained using ideas and new concepts compiled from recent European research. Researchers, scientists, managers and industry professionals alike can follow a set of practical examples and industrial cases, enabling them to easily transfer Mass Customization and Sustainability theoretical concepts into actions to be enforced into their everyday business for gaining competitiveness. Mass Customization and Sustainability also introduces useful concepts for government officials responsible for establishing sustainable policies and regulations,

offering methods to compare the results of implementation of such policies. Ralph Fürderer presents new component and price bundling methods and characterizes the cross-functional tradeoff in the implementation of mass customization strategies between manufacturing and marketing. The MCPC 2014 is a multi-track conference featuring a combination of high profile keynotes with expert talks, panel discussions, paper sessions, workshops, receptions, and much more. While it is devoted to sharing and discussing the latest research in the field, the MCPC conference has a strong focus on real life applications. Since its beginning, the MCPC conference has had an equal share of participants, practitioners and academics/researchers. This makes the MCPC conference truly unique among many conferences. It strives to connect MCPC thinkers, first movers, entrepreneurs, technology developers, and researchers with people applying these strategies in practice. Twenty years ago Mass Customization was acknowledged as the "New Frontier in Business Competition". Ever since, industry has been applying the concept and researchers have developed the topic into a well-established research area and businesses have formed new strategies. More knowledge, methods and technologies are available now than ever before. Along with general Mass Customization topics, this conference addresses Mass Customization from a historical perspective, looking at both mass customization in the past 20 years and towards the new frontiers in the 20 years to come. This book presents the latest research from the worldwide MCPC community bringing together the new thoughts and results from various disciplines within the field. This proceedings volume presents the latest research from the worldwide mass customization & personalization (MCP) community bringing together new thoughts and results from various disciplines within the field. The chapters are based on papers from the MCPC 2017. The book showcases research and practice from authors that see MCP as an opportunity to extend or even revolutionize current business models. The current trends of Industrie 4.0, digital manufacturing, and the rise of smart products allow for a fresh perspective on MCP: Customization 4.0. The book places a new set of values in the centre of the debate: a world

with finite resources, global population growth, and exacerbating climate change needs smart thinking to engage the most effective capabilities and resources. It discusses how Customization 4.0 fosters sustainable development and creates shared value for companies, customers, consumers, and the society as a whole. The chapters of this book 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 2017 has a strong focus on real life MCP applications, and this proceedings volume reflects this. MCP strategies aim to profit from the fact that people are different. Their objective is to turn customer heterogeneities into opportunities, hence addressing “long tail” business models. The objective of MCP is to provide goods and services that best serve individual customers’ needs with near mass production efficiency. This proceedings volume highlights the interdisciplinary work of thought leaders, technology developers, and researchers with corporate entrepreneurs putting these strategies into practice. Chapter 24 is open access under a CC BY 4.0 license via link.springer.com. Smart brands such as Chipotle, Zazzle, Nike, and Pandora are ditching the outdated 20th century model of a one-size-fits-all approach to providing products and services. From a Netflix movie night to a marriage courtesy of eHarmony, customization is changing every corner of American life and business. The New York Times bestseller Custom Nation is a practical how-to guide by someone who has built his business on the power of customization. YouBar founder Anthony Flynn and business journalist Emily Flynn Vencat explain how marketers, brand managers, and entrepreneurs across all industries can reinvigorate their businesses and increase profits. In Custom Nation, learn:

- Why customization is key to today's businesses and what does and doesn't work
- How to incorporate customization in new and established businesses to make your products stand out and sell
- What strategies work for the most successful and profitable custom brands

Drawing on firsthand interviews with the CEOs and founders of dozens of companies specializing in customization, Custom Nation reveals how customization can make any business stand apart and generate market share, increase profit margins,

and develop customer loyalty. This thesis empirically proves a cultural influence on mass customization - the personalization of mass products towards individual tastes - a topic of increasing importance in today’s international markets. Based on quantitative research, the author observes differences in preferences among German and Chinese participants for varying product groups and mass customization stages. Contrasts in willingness-to-pay for mass-customized goods are explored and the investigated cultural influence is attributed to specific cultural dimensions. Mass Customization today is seen as a core strategy for successful enterprises. The term denotes an offering that meets the demands of each individual customer. but that can still be produced with mass production efficiency. Current developments such as 3D-printing, smart data or digital production are strengthening this trend. Strategies and examples of mass customization have been widely published in recent years. This publication comprises interviews with 24 selected MC-experts, practitioners and researchers, giving a comprehensive report on success factors. The Internet gives the consumer almost unlimited choice in products. At the same time, it causes a globalization of consumer habits and tastes. One important question that arises is: Does the Internet and the World Wide Web offer the same opportunities for choice of services as they do for products? Services Customization Using Web Technologies aims to advance our understanding of Web-related concepts, approaches, and technologies revolving around the core theme of e-service customization. Limitless e-service choice can become possible on the Web only through customization. Understanding such customization on the Web, applied at a mass market level, in a cost efficient manner, will present an unprecedented opportunity for both the industry and the consumers. For both researchers and practitioners, understanding that as service customization accelerates through other types of industries and consumers, we will experience, the benefits of service customization in many more areas of everyday life. Master's Thesis from the year 2017 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, Católica Lisbon School of Business & Economics,

language: English, abstract: The study examines the effects of different individualization levels and exclusivity on the benefits consumers perceive through customization. It measures the moderating influence of product involvement and category knowledge and assesses the consumers' intentions to purchase a customized product. Analyses find that (1) consumers value the creative achievement of customizing a product more than they appreciate the enjoyment of the individualization process as such. (2) Investigations into the role of exclusivity further imply that its perception is viewed as an additional cue of information that is detached from customization activities. (3) Despite strong individual effects of product involvement and category knowledge, no moderating influence was found on the effect of individualization. Collectively, these findings hold implications for how businesses can create value for consumers. The study contributes to the academic literature on consumer behavior as it extends the understanding of how, and under what conditions, mass customization is likely to succeed. Scholars and practitioners alike have paid growing attention to the concept of mass customization. Assuming favourable outcomes for both businesses and consumers, many have expressed high expectations about this increasingly adopted marketing strategy. The blanket advantage of mass customization is however not unquestioned. Theoretical arguments imply narrow conditions under which consumers perceive the process of customization to be superior over the choice among standard products. But what are the conditions that foster positive consumer-reactions to mass customization? Following an experimental research approach, the manipulated simulation of a real-world customization scenario allowed to collect data and to test developed hypotheses. Essay from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, RWTH Aachen University, language: English, abstract: Due to the shift from seller to buyer markets in recent times, where instead of productivity and cost efficiency now other goals like quality, time and flexibility become more important, firms have to react. Furthermore, availability of modern information and

communication technologies, notably the internet and the resulting market transparency enhances the bargaining power of customers. Along with globalization, shorter product life cycles, a wide variety of variants and increasing market saturation firms are confronted with highly competitive global markets. Therefore, it is all the more crucial that companies distinguish themselves in the market to succeed. An extremely important point in this context is the ability of firms to innovate. Only with innovative and marketable products a company can survive in a market in the long-term. To ensure innovativeness that is strongly linked with competitive advantage, sustainability and long term profitability firms are increasingly in search of new sources. Customer co-creation, customer integration, user innovation, open innovation and mass customization are just some terms behind which a new paradigm in technology and innovation management is hidden. The accurate umbrella-term for all these concepts is "interactive value creation". Firms, most notably in the last four decades, recognized that external actors, especially customers and users, are a crucial source for innovative knowledge. Accordingly interactive value creation means the active integration of customers and users in the value creation process within a firm, so far mainly performed internally. In this regard, interactive value creation is primarily divided in two basic types: open innovation and mass customization (product individualization). Whereas, put simply Mass Customization leads the strategy of today's well succeeded companies. It indulges the customer with the so long yearned for product and/or service that exactly fits his desires and specifications. This book compiles a hand-selected variety of testimonies from Mass Customization experts worldwide with different experiences both on an academic research basis as well as on practical case studies. This diversity makes it a compulsory guide to use in any enterprise throughout the world that wants to take its business into new and more ambitious dimensions. Furthermore, its contents are structured in a way that will help everyone that wants to learn, teach or put into practice the concepts of Mass Customization. In today's competitive environment, manufacturing and service companies are intensifying their

customization processes. Customization means companies must meet the challenge of providing individualized products and services, without introducing high costs. Therefore, companies must address both customization and cost factors to gain a competitive advantage. While product customization is the manufacturing of products according to individual customer needs, it does not involve any focus on the cost perspective. Information and Management Systems for Product Customization will concentrate on both product customization and costs' efficiency, which is termed as mass customization. Moreover, mass customization with its multi-dimensions is the new business paradigm challenging today's manufacturing companies. A groundbreaking resource offers companies an abundance of ways to mass produce and individually customize their products and services and shows companies how to analyze their own industries to see if mass customization will work for them. Reprint. A growing heterogeneity of demand, the advent of 'long tail markets', exploding product complexities, and the rise of creative consumers are challenging companies in all industries to find new strategies to address these trends. Mass customization (MC) has emerged in the last decade as the premier strategy for companies in all branches of industry to profit from heterogeneity of demand and a broad scope of other customer demands. The research and practical experience collected in this book presents the latest thinking on how to make mass customization work. More than 50 authors from academia and management debate on what is viable now, what did not work in the past, and what lurks just below the radar in mass customization, personalization, and related fields. Edited by two leading authorities in the field of mass customization, both volumes of the book discuss, among many other themes, the latest research and insights on customization strategies, product design for mass customization, virtual models, co-design toolkits, customization value measurement, open source architecture, customization communities, and MC supply chains. Through a number of detailed case studies, prominent examples of mass customization are explained and evaluated in larger context and perspective. Mass Customization: A Supply Chain Approach is a text on

the emerging topic of mass customization in manufacturing. The contributed chapters in this book provide a unified treatment to the topic by offering coverage in four main categories - concepts and current state of research; problem solving frameworks, models, and methodologies; supportive techniques and technologies for enabling mass customization; and future research agenda. The book blends theory and practice and includes prototypical applications to illustrate this complex, yet emerging field of inquiry. Successfully managed product information for mass customization avoids disclosure of how these systems work. This is the first book to provide a holistic recognition of the essential aspects of an IT-supported product configuration system. It reveals the basic building blocks of these systems and their operational and strategic implications. Diploma Thesis from the year 2007 in the subject Business economics - Trade and Distribution, grade: 1,3, Leipzig Graduate School of Management, 79 entries in the bibliography, language: English, abstract: Today's business environment is changing rapidly, with product variety increasing and the customization of products growing. Companies have to react to these developments by adopting strategies which allow a closer reaction to customers' individual needs as well as an increasing operational efficiency in internal processes. Mass customization is a concept that meets this challenge with offering customized goods at nearly mass production efficiency. However, recently the phrase of 'mass customization' has been the subject of much hype and became a buzzword. In 2005, the management consulting company Bain & Company has investigated that mass customization is already one of the 25 most popular management tools. Thus it seems obvious that within the last years the number of companies introducing own mass customization projects has been significantly increasing.⁶ Especially in the sport shoes industry the term produces a lively interest and can be seen as a trend: Nike, Adidas and Reebok are running a mass customization initiative today. Also Puma, as the fourth major brand in global sportswear market, recently introduced its 'Mongolian Shoe BBQ' called project, enabling customers to design their own shoes in the internet and selected retail stores. By having a deeper look at all these

companies it becomes evident, that mass customization is frequently implemented ineffectual and rarely part of a strategic plan. Instead, the technique is often only used as a marketing gimmick, "neglecting the needs and possibilities of dealing with single customer orders." The fact conversely, that mass customization offers much more potential than its utilization as a marketing instrument, is not only proven by theoretical literature. Also several successful practical examples - sometimes from entirely different industries - demonstrate the wide range of opportunities for pursuing a mass customization strategy. Mass Customization excites both Researchers and Practitioners because of the possibility to produce customized products with mass production efficiency. Mass Customization - An Exploration of European Characteristics gives an overview on the need for personalisation from a customer perspective, analyses Mass Customization theories and assesses relevant best practices of European and International markets. The results of a survey among more than 500 European customers show a declining willingness of customers to compromise on the issue of suitability of products to their personal needs and preferences, the possibility for companies to break brand loyalty and the influence of immediate availability, delivery time and price to the customer's willingness to take part in the co-creation process. Mass Customization has become important to business because of the difficulties of customers to find what they want despite an increase in product variety for many products over the past decades. The emergence of modern technologies in production and communication, however, allows companies to produce customized products without relinquishing economies of scale. With only few companies having taken this promising path, the authors believe that Mass Customization and Mass Customization related marketing strategies will play an essential role in the future and prompt both market leaders and their competitors to offer customization on a large scale for a vast variety of products. This classic article shows how to make mass customization and efficient and personal marketing work by putting the producer and consumer in a "learning relationship." Over time, this ongoing relationship allows your company

to meet a customer's changing needs over time. Furthermore, as your company develops learning relationships with its customers, it should be able to retain their business virtually forever. Mass customization is a business concept for every organization. Mass customization is not simply understood as a business strategy, but also as a concept for supporting other business goals such as the operation of a mass or craft manufacturing business. This book presents seven different mass customization strategies and the competencies needed to successfully implement these strategies. The findings presented with this book and doctoral dissertation are derived from case study research. The book documents 14 mass customization case studies and presents a new form of case study research, the industry research group. "Mass Customization Strategies" is recommended for researchers in the field of mass customization and customer integration as well as for managers and consultants. The author - Klaus Moser - is a Project Leader at Boston Consulting Group (BCG) and a research affiliate of the TUM Research Centre for Mass Customization & Customer Integration, Technische Universitaet Muenchen, Germany. Gardner explains how to bring a company into alignment with mass customization (also known as build to order, assemble to order, configure to order, make to order, and engineer to order). He also reviews why mass customization must be viewed as an enterprise-wide business strategy, not merely a departmental initiative. 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. Stefan R. Thallmaier's investigation enables

mass customization businesses to better understand how co-design increases customers' value perception. He focuses on the increasing proliferation of service channels (online, mobile and in-store) and digital media (toolkits, social media and live help) at the co-design interface. Based on qualitative and quantitative research, the author examines how this proliferation impacts customers' value perception in the different stages of the co-design process. The research shows that customers' value perception profits from varying levels of social presence throughout the co-design process. The work helps researchers and practitioners with surprising insights as well as hands-on recommendations to improve and adapt interfaces for customer co-design.