



# 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:**

#### **David Mathews:**

The book Mass Customisation and Personalisation in Architecture and Construction can give more knowledge and also the precise product information about everything you want. So just why must we leave the good thing like a book Mass Customisation and Personalisation in Architecture and Construction? Several of you have a different opinion about reserve. But one aim this book can give many details for us. It is absolutely suitable. Right now, try to closer using your book. Knowledge or facts that you take for that, you could give for each other; it is possible to share all of these. Book Mass Customisation and Personalisation in Architecture and Construction has simple shape however you know: it has great and massive function for you. You can appearance the enormous world by wide open and read a book. So it is very wonderful.

#### **Steve Franklin:**

As people who live in the particular modest era should be up-date about what going on or information even knowledge to make these people keep up with the era that is certainly always change and move forward. Some of you maybe may update themselves by examining books. It is a good choice for you personally but the problems coming to an individual is you don't know what kind you should start with. This Mass Customisation and Personalisation in Architecture and Construction is our recommendation to help you keep up with the world. Why, since this book serves what you want and wish in this era.

#### **Chad Steinberger:**

Why? Because this Mass Customisation and Personalisation in Architecture and Construction is an unordinary book that the inside of the publication waiting for you to snap the item but latter it will jolt you

with the secret it inside. Reading this book close to it was fantastic author who else write the book in such incredible way makes the content within easier to understand, entertaining way but still convey the meaning totally. So , it is good for you for not hesitating having this ever again or you going to regret it. This excellent book will give you a lot of benefits than the other book include such as help improving your talent and your critical thinking means. So , still want to hesitate having that book? If I have been you I will go to the reserve store hurriedly.

**Shawn Clay:**

A lot of publication has printed but it differs. You can get it by online on social media. You can choose the most beneficial book for you, science, amusing, novel, or whatever by means of searching from it. It is called of book Mass Customisation and Personalisation in Architecture and Construction. You'll be able to your knowledge by it. Without making the printed book, it could add your knowledge and make anyone happier to read. It is most important that, you must aware about guide. It can bring you from one spot to other place.

**Download and Read Online Mass Customisation and  
Personalisation in Architecture and Construction From Routledge  
#O0WTCAPMHKF**

# **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**