



Bridging Mass Customization & Open Innovation

Frank Piller

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This book documents the results of the 2011 World Conference on Mass Customization, Personalization, and Co-Creation (MCPC 2011), hosted in November 2011 by the Haas School of Business at UC Berkeley. It contains an overview of all presentations, and includes an access code to more than 2500 pages of materials, including all conference presentation slide sets, videos of all presentations of the business seminar, and many full-text papers. The objective of the MCPC 2011 has been to engage business leaders, academics, and reflected consultants in a discussion to bridge the topics of Mass Customization & Open Innovation. While developed separately and founded in different theoretical and conceptual backgrounds, mass customization and open innovation are closely linked and can benefit from a broader exchange between both schools of thought. Explore more than 2500 pages of slides, videos and papers on the recent research on mass customization and open innovation.

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