

A Novel Approach For Customized Prosthetic Socket Design

Behavioral Finance: A Novel Approach presents original papers exploring fresh ideas in behavioral finance. Its chapters span a wide range of topics in a distinct mix of traditional issues along with less conventional matters. This blend creates an optimal balance between chapters aiming at widening the scope of research in behavioral finance and those striving to refine the extant knowledge. Thus, along with traditional topics such as biases in pension decisions, analysts recommendation, gender differences in decisions and IPO's underpricing, the book also contains chapters on CEO and board members behavior, biased responses to regulation and regulatory reform, investors' attitudes towards corporate governance, cognitive biases in judicial decisions, the relations between behavioral finance and religion, new methods to calibrate the accuracy of forecasts, and the relations between behavioral finance and optimal contracting. Presenting original findings on a vast assortment of subjects, all in one venue, makes the book ideal as a reference book for researchers and practitioners interested in keeping up with the important developments in behavioral finance. The book could also serve as a handy guide for adapting insights from popular behavioral finance to some important underrepresented issues.

Since the end of Dennard scaling in the early 2000s, improving the energy efficiency of computation has been the main concern of the research community and industry. The large energy efficiency gap between general-purpose processors and application-specific integrated circuits (ASICs) motivates the exploration of customizable architectures, where one can adapt the architecture to the workload. In this Synthesis lecture, we present an overview and introduction of the recent developments on energy-efficient customizable architectures, including customizable cores and accelerators, on-chip memory customization, and interconnect optimization. In addition to a discussion of the general techniques and classification of different approaches used in each area, we also highlight and illustrate some of the most successful design examples in each category and discuss their impact on performance and energy efficiency. We hope that this work captures the state-of-the-art research and development on customizable architectures and serves as a useful reference basis for further research, design, and implementation for large-scale deployment in future computing systems.

This book constitutes the refereed proceedings of the 7th European Conference on Principles and Practice of Knowledge Discovery in Databases, PKDD 2003, held in Cavtat-Dubrovnik, Croatia in September 2003 in conjunction with ECML 2003. The 40 revised full papers presented together with 4 invited contributions were carefully reviewed and, together with another 40 ones for ECML 2003, selected from a total of 332 submissions. The papers address all current issues in data mining and knowledge discovery in databases including data mining tools, association rule mining, classification, clustering, pattern mining, multi-relational classifiers, boosting, kernel methods, learning Bayesian networks, inductive logic programming, user preferences mining, time series analysis, multi-view learning, support vector machine, pattern mining, relational learning, categorization, information extraction, decision making, prediction, and decision trees.

Field-Programmable Custom Computing Technology: Architectures, Tools, and Applications brings together in one place important contributions and up-to-date research results in this fast-moving area. In seven selected chapters, the book describes the latest advances in architectures, design methods, and applications of field-programmable devices for high-performance reconfigurable systems. The contributors to this work were selected from the leading researchers and practitioners in the field. It will be valuable to anyone working or researching in the field of custom computing technology. It serves as an excellent reference, providing insight into some of the most challenging issues being examined today.

This book constitutes the refereed proceedings of the 9th International Meeting on Computational Intelligence Methods for Bioinformatics and Biostatistics, CIBB 2012, held in Houston, TX, USA during in July 2012. The 16 revised full papers presented were carefully reviewed and selected from 23 submissions. The papers are organized in topical sections on relativistic heavy ions and DNA damage; image segmentation; proteomics; RNA and DNA sequence analysis; RNA, DNA, and SNP microarrays; semi-supervised/unsupervised cluster analysis.

This book constitutes selected, revised and extended papers of the 15th International Conference on Evaluation of Novel Approaches to Software Engineering, ENASE 2020, held in virtual format, in May 2020. The 19 revised full papers presented were carefully reviewed and selected from 96 submissions. The papers included in this book contribute to the understanding of relevant trends of current research on novel approaches to software engineering for the development and maintenance of systems and applications, specically with relation to: model-driven software engineering, requirements engineering, empirical software engineering, service-oriented software engineering, business process management and engineering, knowledge management and engineering, reverse software engineering, software process improvement, software change and configuration management, software metrics, software patterns and refactoring, application integration, software architecture, cloud computing, and formal methods.

This book gathers papers presented at the International Joint Conference on Mechanics, Design Engineering and Advanced Manufacturing (JCM 2016), held on 14-16 September, 2016, in Catania, Italy. It reports on cutting-edge topics in product design and manufacturing, such as industrial methods for integrated product and process design; innovative design; and computer-aided design. Further topics covered include virtual simulation and reverse engineering; additive manufacturing; product manufacturing; engineering methods in medicine and education; representation techniques; and nautical, aeronautics and aerospace design and modeling. The book is divided into eight main sections, reflecting the focus and primary themes of the conference. The contributions presented here will not only provide researchers, engineers and experts in a range of industrial engineering subfields with extensive information to support their daily work; they are also intended to stimulate new research directions, advanced applications of the methods discussed, and future interdisciplinary collaborations.

Synthetic biology -- unlike any research discipline that precedes it -- has the potential to bypass the less predictable process of evolution to usher in a new and dynamic way of working with living systems. Ultimately, synthetic biologists hope to design and build

engineered biological systems with capabilities that do not exist in natural systems -- capabilities that may ultimately be used for applications in manufacturing, food production, and global health. Importantly, synthetic biology represents an area of science and engineering that raises technical, ethical, regulatory, security, biosafety, intellectual property, and other issues that will be resolved differently in different parts of the world. As a better understanding of the global synthetic biology landscape could lead to tremendous benefits, six academies -- the United Kingdom's Royal Society and Royal Academy of Engineering, the United States' National Academy of Sciences and National Academy of Engineering, and the Chinese Academy of Science and Chinese Academy of Engineering -- organized a series of international symposia on the scientific, technical, and policy issues associated with synthetic biology. *Positioning Synthetic Biology to Meet the Challenges of the 21st Century* summarizes the symposia proceedings.

Mass customization (MC) has been hailed as a successful operations strategy across manufacturing and service industries for the past three decades. However, the wider implications of using MC approaches in the broader industrial and economic environment are not yet clearly understood. *Mass Customization: Engineering and Managing Global Operations* presents emerging research on the role of MC and personalization in today's international operations context. The chapters cover MC in the context of global industrial economics and operations. Moreover, the book discusses MC topics that are relevant to the manufacturing and service sectors, such as: • product platforms; • learning curve modeling; • additive manufacturing; and • service customization. Case studies in manufacturing (e.g., apparel and transportation) and services (e.g., banking and virtual worlds) are also included. *Mass Customization: Engineering and Managing Global Operations* is a valuable text for mass customization researchers and practitioners. Researchers will find a selection of chapters prepared by internationally renowned authors, comprising most of their recent research in MC. Engineering professionals will be drawn by the vivid discussion of operational aspects and methods of MC, as well as by the selection of cases illustrating their practical application. Volume is indexed by Thomson Reuters CPCI-S (WoS).

In software development, project constraints lead to customer-specific variants by copying and adapting the product. During this process, modifications are scattered all over the code. Although this is flexible and efficient in the short term, a Software Product Line (SPL) offers better results in the long term, regarding cost reduction, time-to-market, and quality attributes. This book presents a novel approach named SPL_{Levo}, which consolidates customized product copies into an SPL. This work was published by Saint Philip Street Press pursuant to a Creative Commons license permitting commercial use. All rights not granted by the work's license are retained by the author or authors.

This issue of *Sleep Medicine Clinics* focuses on Novel Therapies for Sleep-Disordered Breathing. Article topics include: The problems and pitfalls with current approaches to managing sleep disordered breathing; New approaches to diagnosing sleep disordered breathing; Monitoring progress and adherence with PAP therapy for OSA; The future of dental approaches for the treatment of OSA; Pharmacologic approaches for the treatment of OSA; Novel therapies for the treatment of central sleep apnea; Advances and new approaches to managing sleep disordered breathing related to chronic pulmonary disease; The role of big data in the management of sleep disordered breathing; Using genes and biomarkers to assess risk and identify optimal treatments for patients with sleep disordered breathing, and more! Women most fully experience the consequences of human reproductive technologies. Men who convene to evaluate such technologies discuss "them": the women who must accept, avoid, or even resist these technologies; the women who consume technologies they did not

devise; the women who are the objects of policies made by men. So often the input of women is neither sought nor listened to. The privileged insights and perspectives that women bring to the consideration of technologies in human reproduction are the subject of these volumes, which constitute the revised and edited record of a Workshop on "Ethical Issues in Human Reproduction Technology: Analysis by Women" (EIRTAW), held in June, 1979, at Hampshire College in Amherst, Massachusetts. Some 80 members of the workshop, 90 percent of them women (from 24 states), represented diverse occupations and personal histories, different races and classes, varied political commitments. They included doctors, nurses, and scientists, lay midwives, consumer advocates, historians, and sociologists, lawyers, policy analysts, and ethicists. Each session, however, made plain that ethics is an everyday concern for women in general, as well as an academic profession for some.

This two-volume set of LNAI 12274 and LNAI 12275 constitutes the refereed proceedings of the 13th International Conference on Knowledge Science, Engineering and Management, KSEM 2020, held in Hangzhou, China, in August 2020.* The 58 revised full papers and 27 short papers were carefully reviewed and selected from 291 submissions. The papers of the first volume are organized in the following topical sections: knowledge graph; knowledge representation; knowledge management for education; knowledge-based systems; and data processing and mining. The papers of the second volume are organized in the following topical sections: machine learning; recommendation algorithms and systems; social knowledge analysis and management; text mining and document analysis; and deep learning. *The conference was held virtually due to the COVID-19 pandemic.

Henry Allison examines the central tenets of Hume's epistemology and cognitive psychology, as contained in the *Treatise of Human Nature*. Allison takes a distinctive two-level approach. On the one hand, he considers Hume's thought in its own terms and historical context. So considered, Hume is viewed as a naturalist, whose project in the first three parts of the first book of the *Treatise* is to provide an account of the operation of the understanding in which reason is subordinated to custom and other non-rational propensities. Scepticism arises in the fourth part as a form of metascepticism, directed not against first-order beliefs, but against philosophical attempts to ground these beliefs in the "space of reasons." On the other hand, Allison provides a critique of these tenets from a Kantian perspective. This involves a comparison of the two thinkers on a range of issues, including space and time, causation, existence, induction, and the self. In each case, the issue is seen to turn on a contrast between their underlying models of cognition. Hume is committed to a version of the perceptual model, according to which the paradigm of knowledge is a seeing with the "mind's eye" of the relation between mental contents. By contrast, Kant appeals to a discursive model in which the fundamental cognitive act is judgment, understood as the application of concepts to sensory data. Whereas regarded from the first point of view, Hume's account is deemed a major philosophical achievement, seen from the second it suffers from a failure to develop an adequate account of concepts and judgment.

This edition marks the tenth Middleware conference. The first conference was held in the Lake District of England in 1998, and its genesis reflected a growing realization that middleware systems were a unique breed of distributed system requiring their own rigorous research and evaluation. Distributed systems had been around for decades, and the Middleware conference itself resulted from the combination of three previous conferences. But the attempt to build common platforms for many different applications required a unique combination of high-level abstraction and low-level optimization, and presented challenges different from building a monolithic distributed system. Since that first conference, the notion of what constitutes "middleware" has changed somewhat, and the focus of research papers has changed with it. The first edition focused heavily on distributed objects as a metaphor for building systems, including six papers with "CORBA" or "ORB" in the title. In following years, the conference

broadened to cover publish/subscribe messaging, peer-to-peer systems, distributed databases, Web services, and automated management, among other topics. Innovative techniques and architectures surfaced in workshops, and expanded to become themes of the main conference, while changes in the industry and advances in other research areas helped to shape research agendas. This tenth edition includes papers on next-generation platforms (such as stream systems, pervasive systems and cloud systems), managing enterprise data centers, and platforms for building other platforms, among others.

A Novel Approach to Politics turns conventional textbook wisdom on its head by using pop culture references to illustrate key concepts and cover recent political events. This is a textbook you will want to read. Adopters of previous editions from schools all over the country are thanking author Douglas A. Van Belle for some of their best student evaluations to date. With this Fifth Edition, Douglas A. Van Belle brings the book fully up to date with recent events such as Trump's executive orders on immigration, the 2016 elections in the US, current policy debates including recent court decisions that may affect gerrymandering, international happenings such as Brexit, and other assorted intergalactic matters. Van Belle adds a wealth of new and recent movies and books to the text, as he illustrates key concepts in political science through examples that captivate you. Employing a wide range of references from 1984 to Game of Thrones to House of Cards, students are given a solid foundation in institutions, ideology, and economics. To keep things grounded, the textbook nuts and bolts are still there to aid students, including chapter objectives, chapter summaries, bolded key terms, and discussion questions.

This book constitutes the refereed proceedings of the 13th International Conference on Web Engineering, ICWE 2013, held in Aalborg, Denmark, in July 2013. The 21 full research papers, 4 industry papers, and 11 short papers presented were carefully reviewed and selected from 92 submissions. The scientific program was completed with 7 workshops, 6 demonstrations and posters. The papers cover a wide spectrum of topics, such as, among others: web mining and knowledge extraction, semantic and linked data management, crawling and web research, model-driven web engineering, component-based web engineering, Rich Internet Applications (RIAs) and client-side programming, web services, and end-user development.

Marker-based photogrammetric as-built reconstruction is a well established method to capture industrial sites. However, to reduce costs and to accelerate the reconstruction procedure, there is an increasing demand for marker-free reconstruction methods. Aiming to eliminate the need for markers, we present a novel approach to as-built reconstruction, which integrates technical drawings as orthographic images seamlessly into the photogrammetric reconstruction process. We introduce a new type of image, the so called co-registered orthographic and perspective (COP) image, which consists of an orthographic view integrated into a perspective view. Metric measurements and reconstruction are possible using only a single COP image. We discuss epipolar geometry for this type of image and we provide orientation and reconstruction methods custom tailored to COP images for points, lines, and cylindrical objects. Multiple examples of application in industrial environment show the practical applicability of the presented methods and confirm that the requirements for accuracy in typical applications can well be met.

The main intention of this book is to give an impression of the state-of-the-art in system-level memory management (data transfer and storage) related issues for complex data-dominated real-time signal and data processing applications. The material is based on research at IMEC in this area in the period 1989- 1997. In order to deal with the stringent timing requirements and the data dominated characteristics of this domain, we have adopted a target architecture style and a systematic methodology to make the exploration and optimization of such systems feasible. Our approach is also very heavily application driven which is illustrated by several realistic demonstrators, partly used as red-thread examples in the book. Moreover, the book

addresses only the steps above the traditional high-level synthesis (scheduling and allocation) or compilation (traditional or ILP oriented) tasks. The latter are mainly focussed on scalar or scalar stream operations and data where the internal structure of the complex data types is not exploited, in contrast to the approaches discussed here. The proposed methodologies are largely independent of the level of programmability in the data-path and controller so they are valuable for the realisation of both hardware and software systems. Our target domain consists of signal and data processing systems which deal with large amounts of data.

Although we now have sophisticated algorithms and techniques for determining the shapes and sizes and for matching the fit between shoes and feet, few, if any, of the books currently available cover these new technologies until now. Bringing together high-quality and state-of-the-art contributions from designers, biomechanists, ergonomists, engineers, podiatrists, and scientists from industry and academia, *The Science of Footwear* provides an in-depth understanding of the technology and techniques involved in the design and development of a popular and demanding consumer product. This book introduces the design, development, manufacturing, and marketing of footwear. The chapters contain data from past research and the state-of-the-art methodologies. They not only cover every aspect of the product design, but also how the footwear industry caters to the wide-ranging needs of sophisticated and demanding customers. The footwear industry has rapidly changed over the last 10 years. Mass production has changed to personalization and mass customization, areas that are not well-understood. This book explores these different concepts in a coherent way, drawing on differing views that give a holistic view of the science behind footwear. Collating information from different disciplines, the book provides the tools to develop the next generation of footwear.

Political commentator Peter de Krassell contends that globalization was a 19th Century model of economics that was based on scarcity and actually died in the last decade of the 20th Century when the whole World was in surplus. In this fast paced geopolitical journey across America, China, the Middle East and beyond, de Krassell looks at the history of the major empires of the last 150 years (including that of the USA), their achievements, shortcomings and religious failures that all lead to globalization. Learning from the past he posits "interlocalism" as the successor to globalization. This latest book in his Custom Maid series offers a completely revolutionary new approach to contemplating our future and is must read material for anyone with an interest in understanding the political and economic situation now and wanting to see how the future might look.

The trend in today's manufacturing industry is changing from mass production to mass customization. The companies which win the markets are those which can deliver highly customized products at the fastest rate and allow for life-cycle participation of customers regardless of where they are and when they participate. One of the strategies for implementing the mass customization paradigm is to implement the product development according to the assemble-to-order (ATO) pattern. Under the ATO pattern, the design of a product becomes the determination of a configuration which contains a set of pre-developed components configuration design for short. The configuration design problem can be well treated as a constraint satisfaction problem (CSP). The mature methods are available for CSP, but there are several limitations with CSP for configuration design. This thesis proposes a novel approach to configuration design. This approach is based on a CSP but adds a wrapper (product data model, PDM for short) over the CSP model. Consequently, both the customer and the other life cycle development programs only communicate with the PDM, and a more intelligent and user-friendly computer system for configuration design can then be implemented. Both the conceptual design and implementation of such a wrapper are discussed in this thesis. A computer prototype system for elevator design is developed for demonstrating the effectiveness of this approach.

This book constitutes the refereed proceedings of the First International Conference on Service-Oriented Computing, ICSOC 2003, held in Trento, Italy in December 2003. The 38 revised full papers presented were carefully reviewed and selected from 181 submissions. The papers are organized in topical sections on service description, service composition, quality of service models, service personalization, service semantics, business processes and transactions, business collaborations, service request and coordination, service security and reliability, infrastructure for service delivery, service P2P and grid computing, service and mobile computing, and service computing and applications.

Two of the most important yet often overlooked aspects of a medical device are its usability and accessibility. This is important not only for health care providers, but also for older patients and users with disabilities or activity limitations. *Medical Instrumentation: Accessibility and Usability Considerations* focuses on how lack of usability

How can we obtain tools able to process and exchange information at the molecular scale? In order to do this, it is necessary to activate and detect single molecules under controlled conditions. This book focuses on the generation of biologically-inspired molecular devices. These devices are based on the developments of new photonic tools able to activate and stimulate single molecule machines. Additionally, new light sensitive molecules can be selectively activated by photonic tools. These technological innovations will provide a way to control activation of single light-sensitive molecules, allowing the investigation of molecular computation in a biological environment.

Focuses on the design and production of integrated circuits specifically designed for a particular application from original equipment manufacturers. The book outlines silicon and GaAs semiconductor fabrication techniques and circuit configurations; compares custom design style; discusses computer-aided design tools; and more.

This book constitutes the thoroughly refereed proceedings of the 12th International Conference on Evaluation of Novel Approaches to Software Engineering, ENASE 2017, held in Porto, Portugal, in April 2017. The 12 full papers presented were carefully reviewed and selected from 102 submissions. The mission of ENASE is to be a prime international forum to discuss and publish research findings and IT industry experiences with relation to the evaluation of novel approaches to software engineering. The conference acknowledges necessary changes in systems and software thinking due to contemporary shifts of computing paradigm to e-services, cloud computing, mobile connectivity, business processes, and societal participation. *Issues in Structural and Materials Engineering: 2011 Edition* is a ScholarlyEditions™ eBook that delivers timely, authoritative, and comprehensive information about Structural and Materials Engineering. The editors have built *Issues in Structural and Materials Engineering: 2011 Edition* on the vast information databases of ScholarlyNews.™ You can expect the information about Structural and Materials Engineering in this eBook to be deeper than what you can access anywhere else, as well as consistently reliable, authoritative, informed, and relevant. The content of *Issues in Structural and Materials Engineering: 2011 Edition* has been produced by the world's leading scientists, engineers, analysts, research institutions, and companies. All of the content is from peer-reviewed sources, and all of it is written, assembled, and edited by the editors at ScholarlyEditions™ and available exclusively from us. You now have a source you can cite with authority, confidence, and credibility. More information is available at <http://www.ScholarlyEditions.com/>.

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The intersection of supply chain management and e-business information systems is a significant topic for the modern business world as understanding which technologies will most effectively enable innovative practices is a key management competency. *Innovations in Supply Chain Management for Information Systems: Novel Approaches* presents exemplary research on the interface between these two fields, useful to academicians and practitioners

keen on streamlining concurrently both information and materials flows across the supply chains. This advanced publication provides recent examinations as well as future directions of development.

A Novel Approach to Politics turns conventional textbook wisdom on its head by using pop culture references to illustrate key concepts and cover recent political events. This is a textbook students want to read. Adopters of previous editions from schools all over the country are thanking author Douglas A. Van Belle for some of their best student evaluations to date. With this Fifth Edition, Van Belle brings the book fully up to date with recent events such as Trump's executive orders on immigration, the 2016 elections in the US, current policy debates including recent court decisions that may affect gerrymandering, international happenings such as Brexit, and other assorted intergalactic matters. Van Belle adds a wealth of new and recent movies and books to the text as he illustrates key concepts in political science through examples that captivate students. Employing a wide range of references from 1984 to Game of Thrones to House of Cards, students are given a solid foundation in institutions, ideology, and economics. To keep things grounded, the textbook nuts and bolts are still there to aid students, including chapter objectives, chapter summaries, bolded key terms, and discussion questions. Give your students the SAGE edge! SAGE edge offers a robust online environment featuring an impressive array of free tools and resources for review, study, and further exploration, keeping both instructors and students on the cutting edge of teaching and learning. Learn more at edge.sagepub.com/vanbelle5e.

High-Performance Computing (HPC) delivers higher computational performance to solve problems in science, engineering and finance. There are various HPC resources available for different needs, ranging from cloud computing— that can be used without much expertise and expense – to more tailored hardware, such as Field-Programmable Gate Arrays (FPGAs) or D-Wave's quantum computer systems. High-Performance Computing in Finance is the first book that provides a state-of-the-art introduction to HPC for finance, capturing both academically and practically relevant problems.

Rules of customary international law provide basic legal protections to foreign investors doing business abroad. These rules remain of fundamental importance today despite the growing number of investment treaties containing substantive investment protection. In this book, Patrick Dumberry provides a comprehensive analysis of the phenomenon of custom in the field of international investment law. He analyses two fundamental questions: how customary rules are created in this field and how they can be identified. The book examines the types of manifestation of State practice which should be considered as relevant evidence for the formation of customary rules, and to what extent they are different from those existing under general international law. The book also analyses the concept of States' opinio juris in investment arbitration. Offering guidance to actors called upon to apply customary rules in concrete cases, this book will be of significant importance to those involved in investment arbitration.

This book describes in contributions by scientists and practitioners the development of scientific concepts, technologies, engineering techniques and tools for a service-based society. The focus is on microservices, i.e cohesive, independent processes deployed in isolation and equipped with dedicated memory persistence tools, which interact via messages. The book is structured in six parts. Part 1 "Opening" analyzes the new (and old) challenges including service design and specification, data integrity, and consistency management and provides the introductory information needed to successfully digest the remaining parts. Part 2 "Migration" discusses the issue of migration from monoliths to microservices and their loosely coupled architecture. Part 3

“Modeling” introduces a catalog and a taxonomy of the most common microservices anti-patterns and identifies common problems. It also explains the concept of RESTful conversations and presents insights from studying and developing two further modeling approaches. Next, Part 4 is dedicated to various aspects of “Development and Deployment”. Part 5 then covers “Applications” of microservices, presenting case studies from Industry 4.0, Netflix, and customized SaaS examples. Eventually, Part 6 focuses on “Education” and reports on experiences made in special programs, both at academic level as a master program course and for practitioners in an industrial training. As only a joint effort between academia and industry can lead to the release of modern paradigm-based programming languages, and subsequently to the deployment of robust and scalable software systems, the book mainly targets researchers in academia and industry who develop tools and applications for microservices.

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.

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