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*Designing the future: Innovation and technology for businesses.
Opportunities and challenges*

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Let's Get Personal: Millennials and Custom Consumer Experiences

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Empowered by ubiquitous information technology, the generation that has come of age in the digital era has learned a very different consumer experience than their parents.

From media and financial services to hospitality and transportation, Millennials expect flexibility and responsiveness across sectors to customize their transactions to fit their needs as individuals.

Those expectations may only grow as the exchange of data between consumers and sellers continues expanding, fostering even greater personalization through the emergence of bioproducts.

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