



Immobilien-Projektentwicklung: Wettbewerbsvorteile durch strategisches Prozessmanagement (German Edition)

Torsten Held

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Für Unternehmen der Immobilienwirtschaft stellt die volatile Markt- und Wettbewerbssituation eine große strategische und strukturelle Herausforderung dar. Eine strategische Planung sowie die Verbesserung von Organisation und Abläufen in der Immobilienwirtschaft gewinnen daher zunehmend an Bedeutung. Der Band setzt hier an und konzentriert sich auf die Immobilien-Projektentwicklung, welche am Anfang des Lebenszyklus einer Immobilie steht und deswegen einen enormen Stellenwert für den ökonomischen Erfolg besitzt.

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