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Which firms built the houses?The private housing market - recovery; Which firms built the houses?; The emergence of the national housebuilder; 6 Recession and Recovery Again, 1989-2004; Introduction; The private housing market - the collapse; Which firms built the houses?; The private housing market - recovery; Which firms built the houses?; The era of the national housebuilder; 7 Market Share Through the Century: a Summary; A note on the NHBC data; A note on overseas comparisons; Part II ANALYSIS; 8 Who Were the Builders?; Introduction; The dominant individual within the housebuilding firm
The housebuilders - pre-warThe housebuilders - the post-war boom; The housebuilders in the late 1980s; The housebuilders in the 1990s; 9 The Rationale for Growth: the Economies that Accrue to Size; Introduction; Ease of entry; Scale - the economies of the large site; Technological change; Scope - the economies of the large firm; Land acquisition and finance; Marketing economies; Purchasing; Diseconomies of scale; Do large companies earn superior rewards? A statistical comparison; 10 The Decline of the Private Housebuilder: a Chronology; Introduction; The pre-war housebuilders; The early 1970s The late 1980s11 Decline: an Overview; Introduction; Succession; Family succession; Managerial succession; Relay succession; Focus versus diversification; Housebuilding and construction; Housebuilding and commercial property; Housing and conglomerates; Overseas housing; Demand and the housing cycle; 12 An Alternative Explanation of Growth; Introduction; The financial incentive; Because it is there; The importance of not making mistakes: the pool of survivors; Appendix: Quoted Company Departures, 1937-2004; Bibliography; Index; General; Companies; People

Sommario/riassunto

This examination of the development of the private housebuilding industry from the 1930s to the present day analyses the supply side of the industry, and gives the first comprehensive account of the corporate history of the 20th century housing industry in the UK.
