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3.2.2 Porter's Five Forces Models; Case Study 3.2 (cont): Tarmac
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3.5.1 Developing a set of wider objectives and a set of trackable
milestones; Case Study 3.3: GEC's famous matrix for planning
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Financial forecasting; 3.6 Risk and reward assessment; Problem solving
exercises; 4 Key Factors in Operating and Sustaining a Business; 4.1
Introduction; Case Study 4.1: Hong Kong experience; Case Study 4.2: A
Japanese site in Singapore; Case Study 4.3: Bakun Dam; 4.2 Partners;
Case Study 4.4: Camisea project; 4.3 Security and assurance measures;
Case Study 4.5: Experience in Taiwan; 4.4 Social and cultural issues;
Case Study 4.6: Diplomacy in Japan (1); Case Study 4.7: Experience in
Japan (2); 4.4.1 Cultural factors
4.4.2 Socialisation factorsCase Study 4.8: Cross-European attitudes;
Case Study 4.9: Leadership; Case Study 4.10: Hong Kong experience;
Case Study 4.11: Lesotho Highlands hydro-scheme; Case Study 4.12:
The Russian system; 4.5 Estimating; Problem solving exercises; 5 The
Global Market and Competitive Advantage; 5.1 Splitting up the global
market; 5.2 Defining the important characteristics of national markets;
Case Study 5.1: The Asian crisis of 1997/98; Case Study 5.2: The World
Bank; Case Study 5.3: IMD; 5.2.1 The EU - a tension between national
and transnational markets?
Case Study 5.4: The Japanese view

Sommario/riassunto

A recent construction project in Singapore involved a Russian plant, a Japanese management team, Australian and Italian engineers, Thai steel workers and a labour force from throughout Asia ... The recent growth explosion of multi-nationals and the lowering of trade barriers is pushing the globalization of construction at a startling pace. Mark Mawhinney has brought together for the first time, advice, information and evidence on this developing arena from a wide range of sources. This book offers a clear understanding of the international construction market and an explanation of wh
