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Soggetti	Industrial management—Environmental aspects Real estate management Project management Buildings—Design and construction Building Construction Engineering, Architectural Sustainability Management Real Estate Management Project Management Building Construction and Design
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Foreword.- Preface.- Introduction -- Private Housing Developers In Malaysia -- Small- And Medium-Scale Private Housing Developers. - Large-Scale And Public-Listed Housing Developers.- State-Owned Enterprises / Government-Linked Companies -- Summary -- Emerging Factors In Achieving Sustainable Competitive Advantage. - References.
Sommario/riassunto	This book presents interviews with 20 successful Malaysian housing developers, to provide real-world insights and practical know-how for future developers. It is designed in a way that reveals the secrets of successful developers, from their origins to their current status with the interviews conducted in a semi-structured manner so that the

interviewees were able to freely share their experiences, thoughts, opinions and tips acquired throughout their business careers. Covering the developers' success stories, from their background, educational history and personal traits to their business challenges and achievements, it appeals to academics and practitioners alike.

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