

1. Record Nr.	UNINA9910483994803321
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Titolo	Urban Regeneration and Real Estate Development : Turning Real Estate Assets into Engines for Sustainable Socio-economic Progress // by Andrea Ciaramella, Marco Dall'Orso
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2021
ISBN	9783030676230 3030676234
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (139 pages)
Collana	PoliMI SpringerBriefs, , 2282-2585
Disciplina	307.3416
Soggetti	Real estate management Urban economics Sustainability Real Estate Management Urban Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	The book reflects on how intelligent urban regeneration can be an extraordinary driver of sustainable social and economic progress. It provides a friendly, evergreen and flexible thinking methodology that can serve as a reference guide to address a wide range of initiatives creating the conditions to thrive in an increasingly selective, rapidly changing and unpredictable market context. The book throws light on the importance of adopting an open approach based on collaboration, crafting strong visions, developing appealing value propositions, embracing a modern leadership style and setting-up highly effective multi-disciplinary team for the execution. It illustrates how standard approaches should be re-designed, business models innovated and processes re-engineered to guarantee better alignment between supply and demand of real estate as markets shift and new differentiators emerge among competitors. The book makes clear that creating a vibrant urban ecosystem requires a gradual shift of focus from built-

environment investment to socio-economic output. It targets a wide audience of private and public sector professionals active in urban regeneration and real estate development.
