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Nota di contenuto	Introduction -- The Basics of Corporate Real Estate Management -- The Basics of Project Development.-The Basics of Industrial Location Theory -- The Location Criteria for Corporate.-Real Estate.-The Location Determination Methods for Corporate Real Estate.-The Site Assessment Process for Corporate Real Estate -- Site Determination in Practice: A Case Study.-Summary;.-Complete List of Macro-Site Factors.-Complete List of Micro-Site Factors -- Assessment tables according cost-effectiveness analysis.
Sommario/riassunto	This books covers new aspects of location strategies and site selection through globalization. It elaborates real estate specific requirements to the planning and analysis process of industrial corporations in an international environment. It explains methods relevant for professionals in the field and discusses in detail an extensive list of site selection criterias. The book is built on existing and broadly recognized research and accelerates this know-how in an real reastate and international context. The challenges for location strategies as well as

management alternatives for practitioners are shown and explained through practical examples. The content: Introduction - The Basics of Corporate Real Estate Management - The Basics of Project Development - The Basics of Industrial Location Theory - The Location Criteria for Corporate - Real Estate - The Location Determination Methods for Corporate Real Estate - The Site Assessment Process for Corporate Real Estate - Site Determination in Practice: A Case Study Summary - Complete List of Macro-Site Factors - Complete List of Micro-Site Factors - Assessment tables according cost-effectiveness analysis. Target Group: Students and Researchers in the fields of Civil Engineering, Architecture and Real Estate and Business Administration at colleges and universities Professionals in Strategic Corporate Planning, Supply Chain Conception and in the Construction and Real Estate Industry such as Project Developers, Architects, Plant engineers, Factory Planners, Specialist Planners, Corporate Real Estate Managers, Facility Managers, Building Owners and Investors. The author: Prof. Dr. Thomas Glatte is CEO of a diversified mid-cap real estate group based in Germany and Professor of Real Estate at Fresenius University of Applied Sciences in Heidelberg. From 1998 until 2022 he has worked in the corporate real estate department of BASF SE and has led the department since 2005 as its Director of Global Real Estate. Throughout the entire career, he has led numerous international site selection projects.
