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Nota di contenuto	International Construction; Contents; Abbreviations; Preface; 1 Introduction; 1.1 Introduction; 1.2 What is international construction?; Case Study 1.1: Hong Kong Airport; Case Study 1.2: The global construction market; 1.3 The available markets and clients; Case Study 1.3: The multinational client; 1.4 The set-up in South East Asia; 1.4.1 The views of outsiders; The contractors; The consultants; Building material production; Case Study 1A: Hong Kong; Case Study 1.5: Malaysia; Case Study 1.6: Singapore; Case Study 1.7: Vietnam; 1.4.2 The future potential 1.5 The differences from domestic businessCase Study 1.8: East European roads; Problem solving exercises; 2 Knowledge is Power; 2.1 Introduction; 2.2 Immediate sources of assistance; 2.2.1 Government; Case Study 2.1: UK government support structures; Case Study 2.2: CIA website; 2.2.2 Trade associations; Case Study 2.3: UK trade associations; 2.3 Further sources of information; Case Study 2.4: Czech

Republic; Case Study 2.5: Web-based referencing; 2.4 Identifying the effect of risk; Problem solving exercises; 3 The Tools of the Trade; 3.1 Introduction  
Case Study 3.1: Business analysis as a profession 3.2 The generic tools; 3.2.1 PEST; Case Study 3.2: Tarmac analysis (from PEST to action plan); 3.2.2 Porter's Five Forces Models; Case Study 3.2 (cont): Tarmac analysis; 3.2.3 PARTS checklist; 3.3 Internal strengths; Case Study 3.2 (cont): Tarmac analysis; 3.4 Matching the internal and external; Case Study 3.2 (cont): Tarmac analysis; 3.5 Setting the business directions; 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 Case Study 3.4: Anecdotal view of the British by the Japanese 3.5.2 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 factors Case 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