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Autore	Micocci, Marco
Titolo	Esercitazioni di matematica finanziaria II : teoria delle decisioni, matematica attuariale, selezione di portafoglio, option pricing / Marco Micocci, Roberto Roberti
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Altri autori (Persone)	Roberti, Roberto
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Autore	Langford D. A
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Preface; 1 Introduction; Part A - Construction and its business environment; 2 Construction - an overview of the market; Industrial building; Commercial building; The housing market; Repairs and maintenance; Making sense of the trends; 3 The strategic role of the actors in the construction process; The evolution of the construction industry in the post World War II era; 4 Clients, constructors and competencies; Introduction; The concepts of product and project life cycles in construction; The strategic concepts of industry and market in construction Market structure, price determination and competition in construction Conclusion; Part B - Concepts of strategic management; 5 The firm and the strategic management process; Introduction; The strategic management process; The strategic management process and organisational change; The management of change in construction; Strategic behaviour; Conclusion; 6 Strategic behaviour of construction firms; Introduction; Core business and core competencies in construction; Levels of strategy; Managing the diversified construction

firm; Strategies at the operating core in contracting firms
Project portfolios and potential capacitySub-contracting as a
production strategy within project portfolios; The management
resource in construction firms as a source of competitive advantage -
resolving a strategic paradox; Conclusions; 7 Strategies for
international construction; Background; International business strategy;
Size and structure; Reasons for internationalism; Characteristics and
obstacles to internationalisation; Competitive advantage and strategy in
international construction; Competitive advantage in international
construction; Factor conditions; Domestic demand conditions
Related and supplier/sub-contractor industriesFirm strategy, structure
and competitiveness; Country analysis; General overview; Strategic
positioning competitive intelligence; Part C - Techniques for the
strategic planner; 8 Portfolio management, Delphi techniques and
scenarios; Business portfolio management; The Boston Consulting
Group growth-share matrix; Portfolio management and the
construction industry; Delphi techniques; Scenarios; Cross impact
analysis; 9 Marketing and promotional strategies in construction;
Introduction; The marketing concept
Marketing orientation and relationship marketing philosophyService
quality and customer satisfaction; Internal marketing; Internal customer
satisfaction; Customer care; Marketing strategies - market choice and
segmentation; The marketing mix in service industries; Promotional
strategies; Promotional media (personal/non personal); Co-focusing on
customer service - the problems to be overcome; Part D - Summary; 10
A synthesis of strategic management in construction; Introduction;
Strategic management in the construction industry; Industries and
markets in construction
Entry and exit barriers exist in an industry

Sommario/riassunto

This book reviews the general theory of strategy, relates it to the particular circumstances of the construction industry, and shows how it can be applied in practice. It brings together ideas from economics, marketing, management, business and politics to develop strategic management for both contractors' firms and the associated professions. Substantial changes have occurred in the industry since the book was first published in 1991. This Second Edition reflects the major developments that have followed the Latham and Egan reports, and includes new chapters on international strategy and ma
