

1. Record Nr.	UNINA9910863137903321
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Titolo	Corporate Real Estate Management / / by Thomas Glatte
Pubbl/distr/stampa	Springer Fachmedien Wiesbaden, 2021 Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Vieweg, , 2021
ISBN	3-658-32222-5
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (X, 53 p. 12 illus.)
Collana	essentials, , 2197-6716
Disciplina	658.2
Soggetti	Facility management Real estate management Construction industry - Management Facility Management Real Estate Management Construction Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Derivation and Delimitation of Corporate Real Estate Management -- Introduction to Corporate Real Estate Management -- Data management as the basis of professional CREM -- Portfolio, organization and sourcing of real estate services -- Specific aspects of corporate real estate management -- Summary – The (bumpy) road to becoming a CRE manager.
Sommario/riassunto	Thomas Glatte provides a comprehensive view on the essentials of corporate real estate management (CREM). The author explains the influence of corporate strategies on real estate strategies for non-property-companies as well as the importance of corporate real estate portfolios, the set-up of CREM organizations and the handling of respective services. He also elaborates the specifics of corporate social responsibility, sustainability, corporate architecture & design and workplace management. Contents Derivation and delimitation of Corporate Real Estate Management Data management as the basis of professional CREM Portfolio, organisation and sourcing of real estate services CSR, sustainability, corporate architecture and design

Workplace management Target Groups Corporate real estate managers and career changers in real estate, facility management, treasury or HR departments of corporations Advisors in the fields of management, real estate, human resources, facilities Students or lecturers About the Author Prof. Dr. Thomas Glatte is the Director of Global Real Estate of a globally operating industrial corporation and Professor of Real Estate at Fresenius University of Applied Sciences in Heidelberg. He is also author of numerous publications and papers in the field of real estate management. Additionally, Prof. Dr. Glatte also serves as a board member and learning officer of CoreNet Global's Central Europe Chapter and as a member of the real estate advisory board to the German Sustainable Building Council.
