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Titolo	Understanding the construction client [[electronic resource] /] / David Boyd and Ezekiel Chinyio
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Altri autori (Persone)	ChinyioE (Ezekiel)
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Soggetti	Communication in the building trades Construction industry - Customer services Consumer behavior
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Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Understanding the Construction Client; Contents; Foreword; Preface: buildings are not about building!; Chapter 1 Clients in Perspective; Chapter 2 A Model of Clients; Chapter 3 The Client at Rest; Chapter 4 The Client in Change; Chapter 5 Property Developers as Clients; Chapter 6 Supermarkets as Clients; Chapter 7 NHS Acute Trusts as Clients; Chapter 8 Governments as Clients; Chapter 9 Airports as Clients; Chapter 10 Housing Associations as Clients; Chapter 11 A Toolkit for Engagement; Chapter 12 Postscript; Appendix: The Interviewees; Author Index; Subject Index;
Sommario/riassunto	This book breaks new ground by creating a framework to understand clients' actions and needs. Most construction management books focus on improving the construction process; this one focuses on a better engagement with the client. It challenges conceptions of both the construction industry and clients' businesses so that a more effective process and greater client satisfaction can be achieved. The book suggests that 'buildings are not about building but about changing and developing the client'. The technical, organisational and psychological aspects of this are described and analysed in detail

