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Autore	Langford D. A
Titolo	Strategic management in construction // David Langford & Steven Male
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Altri autori (Persone)	MaleSteven
Disciplina	624/.068
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Formato	Materiale a stampa
Livello bibliografico	Monografia
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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 constructionConclusion; 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

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## 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

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2. Record Nr.	UNISANNIORMG0033328
Autore	Giannini, Gennaro
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