



Strategic Management in Construction

By David Langford, Steven P. Male

John Wiley and Sons Ltd, United Kingdom, 2001. Paperback. Book Condition: New. 2nd Revised edition. 240 x 170 mm. Language: English . Brand New Book. 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 and 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 marketing, showing how they can contribute to the strategic planning of construction organizations. The book will provide a valuable tool for the strategic development of construction firms. Ten years separate the editions during which period a significant number of British, (and other), construction firms which had survived generations of proprietors merged, changed beyond recognition or ceased trading. One can not but wonder if publication of a work on strategic planning some twenty years earlier might have saved some of them. Construction Manager The book presents the essential..



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