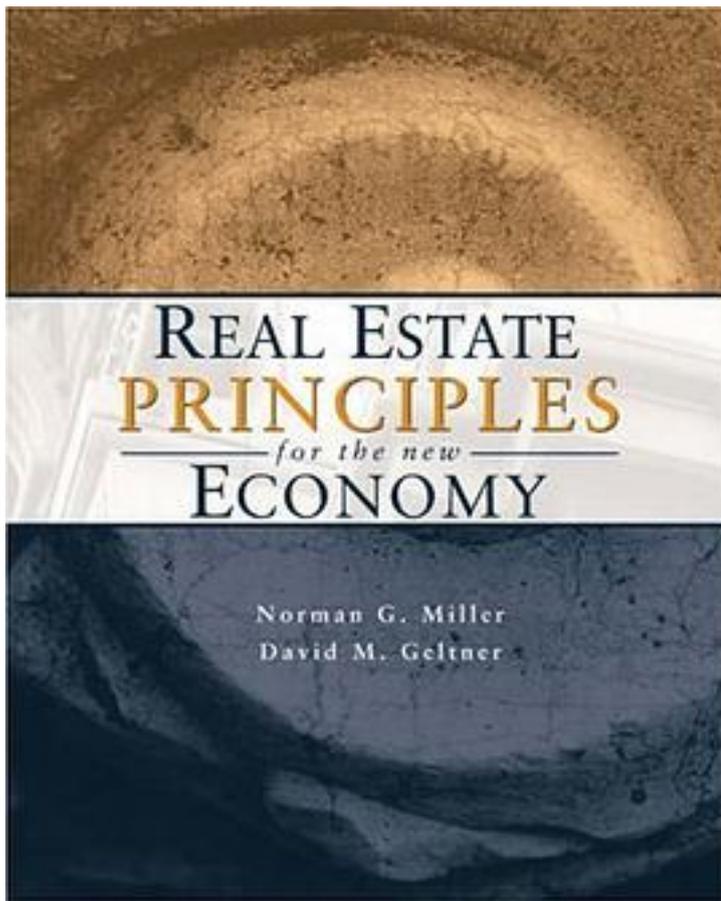


Real Estate Principles for the New Economy



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More than ever, today's economy is in constant evolution - continually creating new challenges and new opportunities. "Real Estate Principles for the New Economy" reflects on this new perspective in both the real estate industry and academic world along with the value of new economic possibilities brought about by the ever-changing

information technology revolution. Miller/Geltner apply the implications of technology on both the specializations within the real estate industry and various property types. While the text covers fundamentals necessary to understand today's economy, the supplemental CD provides professional-grade spreadsheets and tools that allow you to practice these fundamentals. Together, this learning package integrates the developments in the field of financial economics that have become basic to the understanding of, and professional practice within, the real estate field. This book provides new global perspectives that enable you to become sensitive to cultural differences that may influence business decisions, risk management and negotiation strategies - preparing you for doing business in "the new economy."

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评论

每每看到这种书才会觉得，其实本科还是学了点东西的

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