

# Practice of Real Estate Management for the Experienced Property Manager



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著者:

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The Practice of  
Real Estate Management  
for the Experienced  
Property Manager  
Written by one of the most respected pro-  
fessionals in the real estate management  
industry, this landmark work is designed  
to familiarize property managers with the

basic concepts of business management.

The focus is on encouraging the property manager to understand that he is in a rapidly changing industry that affords great opportunity if he possesses the insight and skills of scientific management.

Directed toward property management executives who want to be leaders in their profession, this in-depth text explains how to create a company organization, encourage better use of resources, exploit opportunities, demand and achieve higher performance standards, and realize greater profits. Readers will acquire a comprehensive grasp of the techniques of acquiring new management business, managing the property management office,ning for themselves and, above all, plan- and their firms.

Highlighting this must-read book are illustrative management forms and charts and detailed explanations of practical and authoritative solutions to a wide variety of management problems.

作者介绍:

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书评

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