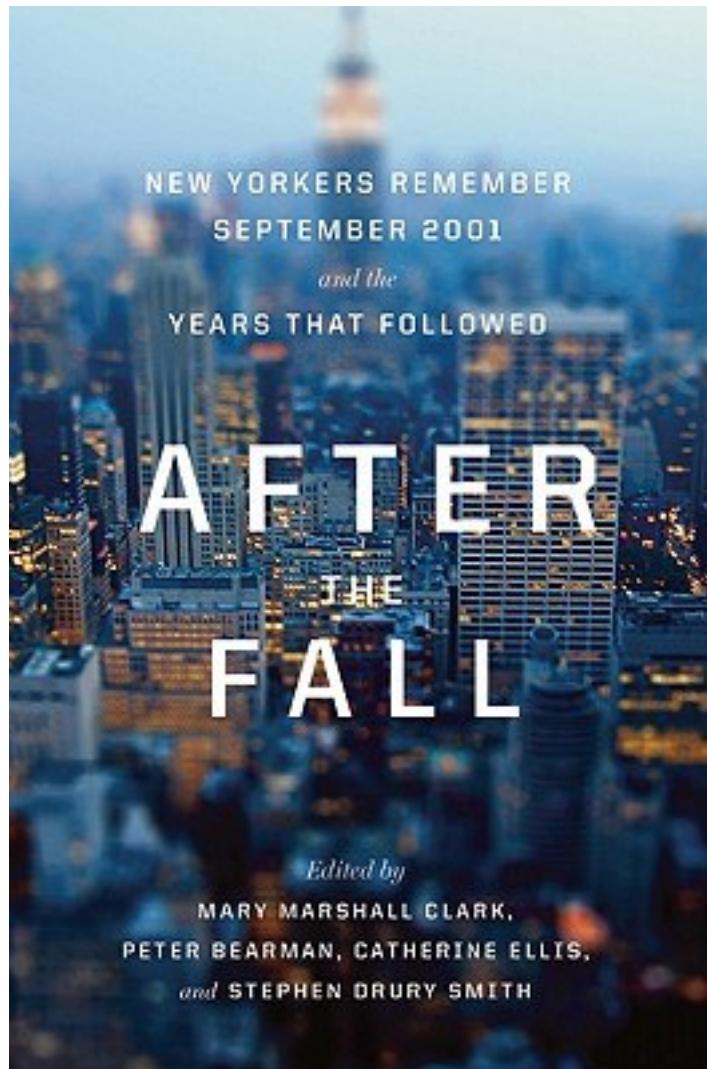


After the Fall



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著者:Steve Bergsman

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Praise for After The Fall "Steve Bergsman provides his readers with one of the most comprehensive, yet concise overviews of real estate and all its property types."—Christopher Macke, Vice President, GE Real Estate "This is an extraordinary work of detailed research and compelling writing. I've never seen the subject presented in such a cogent and skillful manner."—Phil Hall, editor, Secondary Marketing Executive "The way out of the financial crash of 2007/2008 will come through skilled operations, astute investing, and the ability of real estate practitioners to give up their mental memory of the future! The heated success of ten-year, unprecedented growth in the real estate industry has somehow atrophied the industry's application of knowledge. What we need is a fresh look at opportunities and strategies for real estate investing. We are lucky that Bergsman's book has fit the bill—just in time."—Jack M. Cohen, CEO, Cohen Financial "Insightful and informative; connects all the dots, providing the basis and foundation for making strategic decisions about real estate."—Stephen Blank, Senior Fellow, Finance, The Urban Land Institute

From the Inside Flap After The Fall The subprime mortgage meltdown and subsequent credit crisis has not only destroyed investor wealth, but altered the landscape of real estate investing. While some of yesterday's most favored strategies will not work going forward, today's savvy real estate investor can still find great opportunities for growth and profits if they understand how recent events could shape this industry over the next few years, and into the coming decade. In After the Fall, real estate expert Steve Bergsman offers a detailed look at the state of various market sectors including commercial, residential, and leisure real estate and provides direction as to where they are headed, so you can make the right decisions on property investments during the coming years. According to Bergsman, the next decade will produce multiple investment currents. This reliable resource will help you find the right current and stay the course for a long, profitable ride. By separating the asset classes that will remain stable from those that will continue to lose value going forward, Bergsman provides much-needed guidance on the changing real estate marketplace. Divided into five comprehensive parts, and filled with interviews of experienced professionals in this fast-moving field, After the Fall puts numerous individual asset classes in perspective from office and retail to single-family homes and condominiums and touches upon "megatrends" such as the green revolution and infill development that will be a big part of this industry's future. Focusing on the forces that have affected the market, Bergsman skillfully addresses individual real estate sectors based on historical paths, movement of data fundamentals, market analysis, and collective opinion. With this information in hand, he takes the time to answer essential questions about each sector, including: When might they finally reach the bottom? How long will the climb back take? When will the next peak occur? And which asset classes won't bounce back? Recent developments have hurt many real estate investors, but they have also opened the door to potentially profitable new opportunities down the road. Filled with in-depth insights and expert advice, After the Fall offers effective strategies for taking advantage of this situation and making the most of your time in such a dynamic market.

作者介绍:

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