



**Competition, Growth Strategies and the
Globalization of Services: Real Estate Advisory
Services in Japan, Europe and the US (Routledge
Studies in International Business and the World
Economy)**

Terrence LaPier

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This book examines the international growth and diversification of real estate advisory services in the United States, the United Kingdom, Germany and Japan since 1960. The book explains how successful firms develop competitive advantages in the global marketplace.

An evaluation of forty prominent firms (ten from each country) provides a comparative reference for a detailed analysis of the growth and internationalization of four major real estate advisory service firms (one from each country). The firms have responded in many ways to changes in international real estate investment, and their fortunes have varied accordingly.

The analysis provides factual evidence demonstrating growth strategies that enable a firm to become a successful real estate advisory service in today's global economy.

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