



Estrategias en el mundo inmobiliario: 1 (Spanish Edition)

Enrique Bueno Manzanares

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El sector inmobiliario tiene unas reglas que aseguran la satisfacción de todos los agentes que intervienen en los diferentes eslabones de la cadena de valor del negocio inmobiliario. En la última década, la robusta demanda inmobiliaria residencial había permitido obviar ciertas reglas ya que la rentabilidad estaba asegurada a corto plazo, el crecimiento de las organizaciones había sido acelerada y el riesgo minorizado. Pero el obviar dichas reglas ha provocado, no la desaceleración que apuntaban los expertos" en el sector, sino el desplome del mismo de cien a cero. Es en la actualidad un sector moribundo donde se mantienen bajo mínimos algunos agentes y que ha provocado una desestabilización de la economía española en su conjunto. Esta obra describe de manera magistral y amena las guías estratégicas y operativas del mundo inmobiliario e incita al lector profesional a innovar en el propio sector como vía de crecimiento continuo. "No hay burbuja inmobiliaria, sino sectores que se reinventan cada día" En la primera edición de 2005 se anticipaba claramente la situación que hoy vive el sector, y en esta segunda edición no sólo se explica el por qué del derrumbe inmobiliario sino que actualiza y enfoca las estrategias de actuación de la primera edición a esta época de crisis".

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