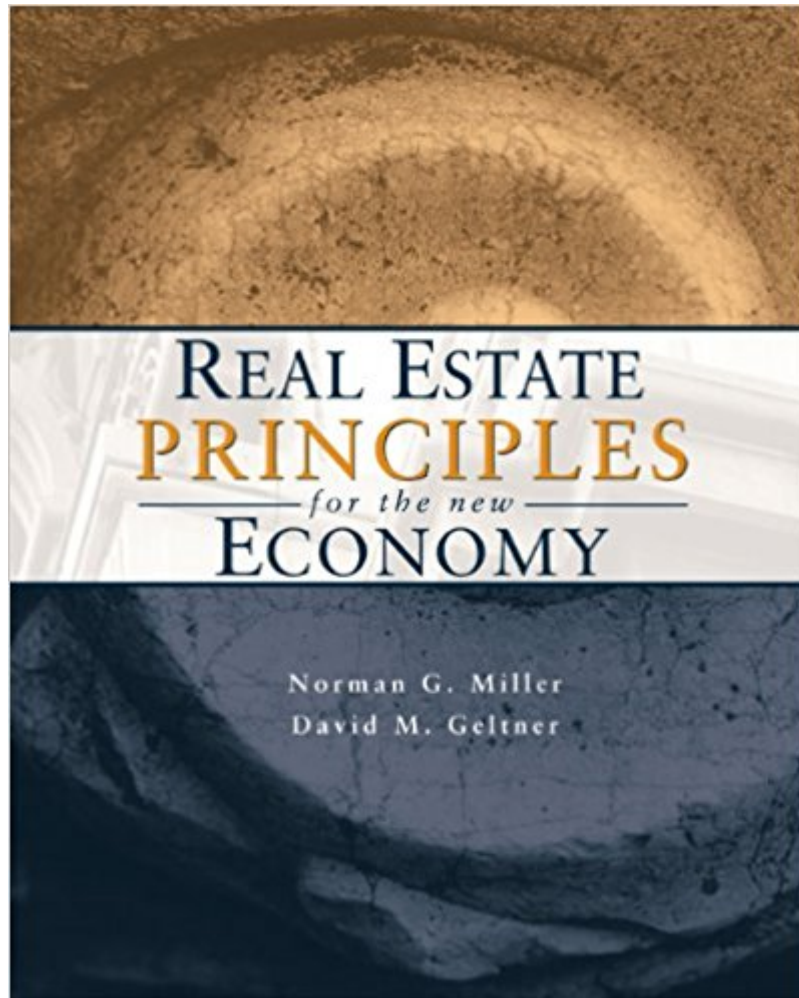




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# Real Estate Principles For The New Economy



## Synopsis

Real Estate Principles for the New Economy reflects the new perspectives and practice in both industry and the academic world and the new possibilities brought about by the information technology revolution. Miller/Geltner integrate the developments in the field of financial economics that have become basic to the understanding of, and professional practice within, the real estate field. These developments include capital markets equilibrium theory and portfolio theory. The authors discuss the implications of technology on both the specializations within the real estate industry and various property types. They utilize and demonstrate the importance of new data and tools such as those provided by Geographic Information Systems or through the resources of the Worldwide Web. Real Estate Principles provides new global perspectives, which require the reader to become sensitive to cultural differences that may influence business decisions, risk management and negotiation strategies. Miller/Geltner also consider the impact of new security and terrorism concerns since the tragic events of September 11, 2001.

## Book Information

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## Customer Reviews

The market analysis depth provided for various property types is unparalleled. What a wonderful reference for the professional that wants to understand what drives the market for several specific property types from housing to retail to industrial to office to parking and more. I really like how the Miller/Geltner text is written. I especially appreciate the authors' use of sine wave graphs to describe the various cycles that apply to real estate. That's something I have been drawing on the board for years, so it's refreshing to see that in the text, along with their comments that you never really know

where you are on that curve. I really felt like the authors had gotten into my head with their analysis.

Norman G. Miller is holder of the West Shell, Jr. Professorship at the University of Cincinnati. He received his Ph.D. from the Ohio State University, after which he was an Assistant Professor at the University of Georgia until 1981. During 1985-86 he was a Visiting Chairholder at the University of Hawaii College of Business. Dr. Miller has numerous academic articles, books and articles in trade market publications. Dr. Miller has been a frequent speaker and writer on e-commerce strategies for real estate owners and managers. He has worked extensively with various trade associations and is the primary national instructor and moderator for NAIOP programs on "Developing in the Next Century". As a Homer Hoyt Land Use Institute Faculty, based in North Palm Beach Florida, he is involved with some premier thought leaders among academics and industry professionals in a think tank setting for annual conferences on real estate issues and trends.

This book was recommended by our Commercial Training Group. I'm still on Part One, but as with most text books, it's a bit dry and could probably be condensed down to just the essentials and practical street knowledge.

Just a fair book, I think it addresses the Real Estate World too broadly. I think it is too expensive for the contents.

"Great book with great CD resources such as Excel files like the cash flow analysis program" Alex Struck, Developer  
"Provides an incredibly readable theoretical overview with practical market nuances, resources and advice." Mike Sklarz, Chief Valuation Officer, FNIS  
"The first real estate book that is thoroughly integrated with the best of the internet based resources. Skills required of professionals are demonstrated along with the sources of data used for analysis." A. Florance, CoStar

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