



# **Modernes Immobilienmanagement: Immobilieninvestment, Immobiliennutzung, Immobilienentwicklung und -betrieb (German Edition)**

*Andreas Pfnür*

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## **Modernes Immobilienmanagement: Immobilieninvestment, Immobiliennutzung, Immobilienentwicklung und -betrieb (German Edition) Andreas Pfnür**

In dem Buch wird erstmals die gesamte immobilienwirtschaftliche Wertschöpfungskette in einem geschlossenen Konzept behandelt – aus Sicht der Nutzer, Eigentümer und Betreiber von Gewerbeimmobilien. Der Autor zeigt, wie das Immobilieninvestmentmanagement, das Asset- und Property Management, das Corporate Real Estate Management sowie das Facility Management mithilfe betriebswirtschaftlicher Methoden optimiert werden kann. Die 3. Auflage wurde erheblich erweitert und berücksichtigt aktuellste Entwicklungen bei Immobilieninvestoren und -dienstleistern.

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