Global Construction and the Environment. Strategies and Opportunities

Description:
How to profit from construction's new international business opportunity--the environment. Today, no construction industry manager or decision-maker can ignore the environmental movement and the big international business opportunities it's creating. To help, this comprehensive resource covers the major trends and key legislation that increasingly affect every aspect of construction activity, offering perspective, insight, and concrete guidance--including:
- Complete discussions of the most important environmental construction issues and the policies and regulations you need to know to service current clients and better identify new business opportunities
- Full descriptions of new environmental techniques and technologies, such as on- and off-site decontamination, specialized toxic substance treatments, and groundwater contamination countermeasures
- Insightful analyses of the markets that offer the best opportunities for the U.S. construction industry, including openings in environmental clean-up projects for traditional construction services--site planning, project management, earth moving, and transportation of materials
- Marketplace breakdowns with abundant data and analyses for trends and opportunities in the U.S., the EEC, Pacific Rim, and former Soviet bloc

The environment has become a powerful market force in construction. Global Construction and the Environment shows you how to turn this force into a source of competitive advantage for your firm.

Contents:
Environment and the Construction Industry.
Industrial Perspectives and Initiatives.
Environmental Policy and Regulations.
Technological Challenges and Opportunities.
Environmental Markets.
Shifting Attitudes Create Opportunities for Construction.
Corporate Strategies and Future Trends.
Appendices.
References.

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