

A cutting edge business strategy for
real estate, development, and
construction firms

Strategy, Leadership and Innovations in Real Estate

24th May 2010
Kuala Lumpur

Objectives

This course is intended to be both thought provoking and transformational. Attendees will learn about leading edge strategic thinking for real estate industry firms; share best practices and case studies from both developed and developing economies; and author their own tailored plans for competition and execution in their target market segments.

Target Audience

This program is intended for principals, owners, and senior officers in real estate, development, construction, and related firms.

Format

The program will use the Harvard Business School Case Study Method and materials to engage each participant in active thinking and discussion, both in plenary sessions and in breakout groups. There will also be custom tailored exercises and templates which each firm can bring back to continue its own planning. Topical readings will round out the content. The toolkit includes Competitive Advantage, Industry Attractiveness, Market and Business Segmentation, Budgeting and Implementation, and Communication segments.

About the Instructor



John D. Macomber is a member of the Finance faculty at Harvard Business School where he leads several MBA and Executive courses in Real Estate. Prior to joining HBS, Prof. Macomber taught Strategy for Real Estate and Construction at MIT for almost two decades.

In industry, Macomber was CEO of a large regional US General Contracting firm and principal in numerous real estate development and investment entities. Prof. Macomber's current research has included real estate, construction, and infrastructure work in the US and also in Mexico, India, China, and Bangladesh

Sign-up Form

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