



# Commercial Real Estate Investment: A Strategic Approach

By Andrew Baum

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## Commercial Real Estate Investment: A Strategic Approach By Andrew Baum

This book uniquely combines academic literature and practical experience to provide a straightforward and integrated view on global real estate investment for pension funds, other institutions and professionals.

Thanks to growing investment in commercial property research, property investment has become better understood and better managed than ever before. Many of the problems associated with property investment in the 1980s have found workable solutions through better understanding and management. We can now say that the measurement, benchmarking, forecasting and quantitative management techniques applied to property investments are comparable with other asset classes. Unfortunately, these techniques were not enough to help investors avoid the crash of 2007-2009. We can hope that in the hands of the next generation of investment managers, advisors and analysts, the approaches described in these pages will help to provide a foundation for a responsible and professionally guided recovery.

Designed for practitioners facing the tough global market challenges, this book provides a fascinating read for fund managers, investors, banking staff, property advisors and advanced level students.

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#### About the Author

Andrew Baum has combined business and academic life for the last 20 years. He was appointed Professor of Land Management at the Henley Business School, University of Reading, in 1989 and is now also Professor of Real Estate Investment at the University of Cambridge and a Fellow of St John's College, Cambridge.

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