Implementing IT Business Strategy in the Construction Industry

Part of the Advances in Business Strategy and Competitive Advantage (ABSCA) Book Series

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Technology development has provided fundamental benefits of speed, precision, and convenience to common business strategies; providing not only a means for functional integration, but also an opportunity to enhance competitive capability of a business firm.

Implementing IT Business Strategy in the Construction Industry brings together topics on understanding business strategy and competitive advantage, as well as essential benefits of concepts and technologies for improving efficiency of the construction industry. This reference source is directed toward researchers, policy-makers, practitioners, undergraduate, and postgraduate students, in order to gain insights into the complex workings of the traditional construction industry and the concepts and tools used to facilitate a strategically IT enabled industry.

Topics Covered:
- Business Strategy
- Competitive Advantage
- Customer-Orientation
- Information Management
- Knowledge Management
- Strategic Planning
- Sustainable Competitive Advantage
- Traditional Practices of the Construction Industry

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