

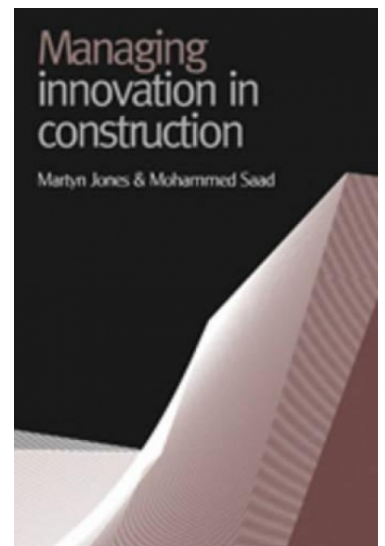
Managing Innovation in Construction

Martyn Jones
Mohammed Saad

About the Book

This book investigates best practice across sectors of the economy and their transfers into the context of construction. It examines the development and diffusion of innovation to address adversarial relationships, and the fragmented processes and lack of customer focus, which still characterises much of the industry.

It explains how construction must respond to the raft of new management processes expounded throughout the last decade systematically in a bid to achieve a more appropriate approach for business innovation in construction.



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