

Book review

Corporate Real Estate Management: Integrating organisational, individual, and social values and needs

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This book aims to and succeeds in providing a comprehensive guide to corporate real estate management (CREM), with interesting content for professionals, academics, and students alike. The authors, with their extensive academic, teaching, and professional backgrounds, offer a well-rounded approach to understanding and implementing effective CRE strategies for organisations from all regions and sectors. Being from The Netherlands, just like the authors, I already had the pleasure of reading the first edition of this book years ago, which was only published in Dutch. Therefore, I am really happy that there is an English edition as well now, for the benefit of my international students and researchers network, and for practitioners worldwide to use in their daily tasks.

The book's comprehensiveness flows from a holistic provision of knowledge on several important dimensions of CREM. Firstly, it explains in detail both the development and implementation of a CRE strategy, plus how to organise the CREM department towards fulfilling their complex set of tasks. The book thus follows the complete plan–implement–organise process, as the authors call it. Being structured in three parts — ‘managing CREM’, ‘developing CRE strategy’,

and ‘implementing CRE strategy’ — makes it easy to navigate to the exact topic(s) one would like to learn more about.

Secondly, the authors take the viewpoints of the different stakeholders that CRE managers have to serve and satisfy. They explain how CRE and its strategic management can not only benefit the organisational outcomes and success but also the workers as individuals in their daily interactions with their physical and psychosocial environment, and society as a whole in dealing with the environmental footprints of real estate and the successes or failures of both organisations and individuals. In addition, the possible tensions between the prioritisation of values by different management levels inside the organisation are discussed.

Thirdly, besides strategy-level models and theories, the book also provides tools for the tactical and operational levels of the real estate management pyramid. In addition, the authors have included many case studies and examples, providing valuable lessons for practitioners aiming to apply these concepts within their own organisations. They further illustrate the depth of the book to also help students effectively understand its key concepts and knowledge. This makes it a valuable resource for both beginners and experienced professionals, teachers, and researchers.

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Finally, to do all the above, the authors have drawn knowledge, models, and theories from several disciplinary fields that CREM needs to integrate to maximise added value. This makes the book different from most other texts in the field, which generally have chosen to focus in detail on one aspect of the (corporate) real estate management process. By incorporating knowledge from environmental psychology, ergonomics, business administration, and other related fields, the authors have

ensured that any reader will, for sure, take home something new from this book that they had not realised or tried out before.

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