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Peter Hendee Brown
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Peter Hendee Brown : How Real Estate Developers Think: Design, Profits, and Community: The City in the Twenty-First Century before purchasing it in order to gage whether or not it would be worth my time, and all praised How Real Estate Developers Think: Design, Profits, and Community: The City in the Twenty-First Century:

5 of 5 people found the following review helpful. Excellent if you enjoy books about business or the economyBy AlexPKeatonAs a layperson I found this book fascinating. If you enjoy business books and business case studies, this fits neatly in that space evaluating real estate development from the perspective of multiple developers. Moreover, it delves into everything from the finance, government, and community issues that developers manage on a day-to-day basis. I came away with a far better understanding of the development business, my local real estate market, and a general understanding of how communities are built.3 of 3 people found the following review helpful. Anyone interested in entrepreneurship should read this bookBy ShallowGuyFor what appears to be a book for an academic audience, Brown writes in a remarkably engaging style and illustrates his rigorously substantiated points with well-crafted narratives. I teach Micro-Economics at a very competitive boarding school and am considering using sections of this book as supplemental text to breathe some life into the more technical portions of our curriculum (e.g. costs of production and the nebulous idea of "normal profit") and as a framework for one or more of our case studies. Indeed, Brown's work is one of those rare books whose ideas will stand up to the scrutiny of the academy, a sophisticated business audience and policy makers while remaining accessible to a smart young cohort of future leaders.1 of 1 people found the following review helpful. A true gem.By scott m moraesThis was by far one of the most helpful resources I've come across. It's not just another dry RE textbook or huckster "practical guide" to understanding the real estate development process, this book strikes much more to the core of what I needed to know... that is, how many of the top developers really "think" about their projects, deals, finance structuring, relationships, sales and the use of art, recognizing where you are in a cycle, etc. Gaining access to their perspectives is invaluable for anyone in the RE business, new to the business, communities dealing with development, and product/service businesses seeking to gain better leverage/opportunities working with developers and landlords. This is a true gem worth exponentially more than it's price~ I feel grateful that this has escalated my personal development as serial entrepreneur and new builder... I only wish there were more like it.

Cities are always changing: streets, infrastructure, public spaces, and buildings are constantly being built, improved,

demolished, and replaced. But even when a new project is designed to improve a community, neighborhood residents often find themselves at odds with the real estate developer who proposes it. Savvy developers are willing to work with residents to allay their concerns and gain public support, but at the same time, a real estate development is a business venture financed by private investors who take significant risks. Peter Hendee Brown explains the interests, motives, and actions of real estate developers, using case studies to show how the basic principles of development remain the same everywhere, even as practices vary based on climate, local culture, and geography. How Real Estate Developers Think considers developers from three different perspectives. Brown profiles the careers of individual developers to illustrate the character of the entrepreneur; considers the roles played by innovation, design, marketing, and sales in the production of real estate; and examines the risks and rewards that motivate developers as people. Ultimately, How Real Estate Developers Think portrays developers as creative visionaries who are able to imagine future possibilities for our cities and communities and shows that understanding them will lead to better outcomes for neighbors, communities, and cities. This book is published by University of Pennsylvania Press.

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