

Innovative strategies and strategic management with application to construction

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Abstract: In the construction sector are innovative approaches necessary, especially with regard to the increasing demands of investors and on the other hand is required to reduce negative impact of construction on the environment. Are important requirements for sustainable development and sustainable reduction of energy consumption of buildings in the implementation phase and the subsequent use of particular buildings. The paper presents the basic principles of business innovation in construction and many examples of innovation, including decision-making approaches with the aim of strengthening innovation potential.

Keywords: construction, environment, sustainable development, energy performance of buildings

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