

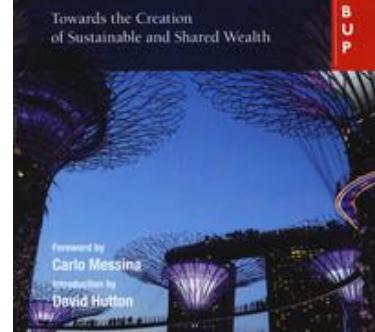
# FINANCE REAL ESTATE AND WEALTH-BEING

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Claudio Scardovi

## FINANCE, REAL ESTATE AND WEALTH-BEING



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## Descrizione

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How can banks and the real estate industry contribute to urban regeneration and social development projects to create more competitive communities and manage digital to physical ecosystems? The aim of the author is to cover and discuss, at both strategic and operational level, the implications of banking and real estate relationships, as an opportunity to relaunch both businesses and contribute to the development of the competitive positioning of large metropolises and other local areas, territories and communities to support the competitive repositioning of entire countries (starting from Italy). This would require extended alliances, new financial instruments and – even more importantly – the adoption of technological advances (big data, IoT and AI/ML) to build and manage finance-to-real estate digital ecosystems.

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