



LOCATION LOCATION CONNECTIVITY

JAMES CARLINI

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The authoritative book on next-generation Real Estate. A practitioner's strategic perspective on Intelligent Infrastructures, the platforms for commerce needed to provide regional sustainability within a 21st century global marketplace. The three most important words in next-generation real estate are Location, Location, Connectivity.

'*Location Location Connectivity*' is a book about the convergence of Real Estate, Infrastructure, Technology, and regional Economic Development. Many books on technology and its strategic direction are written by by-standers. Carlini is no by-stander. His pragmatic perspective is based on decades of working with high-tech real estate, mission critical applications, and applying technology to the enterprise.

Commercial real estate development, master planning, applying technology, network engineering, and power grids as well as marketing strategies, must adapt in order to fit the dynamic demands of prospective tenants dealing with the global economy. In the United States and other countries, there is a multi-level government concern for regional sustainability and job growth. This has created a need for new unity in community development, construction, collaboration and coordination between municipalities, counties, economic development commissions and the developers of business and industrial parks. Traditional concepts, development approaches, metrics and rules-of-thumb must be updated in order to support strategic multi-disciplinary approaches for sustaining commercial enterprises engaged in global competition. Infrastructure has been the *Platform for Commerce* supporting economic development for over 5,000 years. The framework of eight layers of infrastructure is defined and reviewed.

Anyone in government concerned with regional economic development, creating jobs and expanding trade routes (both real and virtual) must understand the history, structure, and current and future applications of the framework as trade routes have become electronic. The way people conduct business has evolved. People building and using the infrastructure need to understand this as well. Broadband connectivity is the latest layer of critical infrastructure. Having this single layer providing an intelligent amenity to a commercial building or campus can eliminate 90% of the competition in most real estate markets. **Intelligent Business Campuses** (IBCs) and **Intelligent Industrial Parks** (IIPs) are being built today. Every country faces global competition; economic development, job creation and regional sustainability depend on these next-generation business parks.

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