

1. Record Nr.	UNINA990004764330403321
Autore	Glanville, Stephen Ranulph Kingdon <1900-1956>
Titolo	The legacy of Egypt / edited by S.R.K. Glanville
Pubbl/distr/stampa	Oxford : The Clarendon Press, 1953
Descrizione fisica	XX, 424 p., [19] c. di tav. : ill. ; 19 cm
Disciplina	306.40932
	932
Locazione	FLFBC
Collocazione	932 GLA 2
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910464831803321
Titolo	Engineering innovative products : a practical experience / / edited by Roger Woods, [and three others]
Pubbl/distr/stampa	Chichester, England : , : Wiley, , 2014
	©2014
ISBN	1-118-75769-6
	1-118-75772-6
Descrizione fisica	1 online resource (291 p.)
Disciplina	658.5/75
Soggetti	New products Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and

index.

Nota di contenuto

Cover; Title Page; Copyright; Contents; List of Contributors; Foreword; Preface; List of Abbreviations; Chapter 1 Introduction; 1.1 Introduction; 1.2 Importance of SMEs; 1.3 Inspiring Innovation for Engineers; 1.4 Rationale; 1.5 Focus; 1.6 Processes and Organization of Course; 1.7 Breakdown of Book Material; References; Chapter 2 Idea Generation, Filtering and Development; 2.1 Introduction; 2.2 Timeline; 2.3 Team Structure; 2.3.1 Team-Working Theory; 2.3.2 Team Roles; 2.4 Idea Generation; 2.4.1 Mentor Role; 2.4.2 Role of the Team; 2.4.3 Role of the Individual; 2.4.4 Imitation
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Sommario/riassunto

"The book provides vital insights into commercial development for engineering students in a highly practical and applied manner. Over the past 3 years, application of the book's material has allowed the students to develop their commercial literacy and ambition in the University." -Steve Orr, Director, Northern Ireland Science Park CONNECT program which looks to accelerate the growth of knowledge-based