

1. Record Nr.	UNINA9910143680003321
Autore	Goldberg David E (David Edward), <1953->
Titolo	The entrepreneurial engineer [[electronic resource]] : personal, interpersonal, and organizational skills for engineers in a world of opportunity / / David E. Goldberg
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2006
ISBN	1-280-64896-1 9786610648962 0-470-03896-9 0-470-03895-0
Descrizione fisica	1 online resource (226 p.)
Disciplina	620.0023 620.0068
Soggetti	Engineering firms - Management 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 (p. 199-200) and index.
Nota di contenuto	The Entrepreneurial Engineer; Contents; Foreword; Preface; 1 Entrepreneurial Engineer: Ready for the 21st Century; 1.1 21st-Century Engineers Moving at Internet Time; 1.2 Engineering Education, Common Sense, and the Real World; 1.3 Ten Competencies for the Entrepreneurial Engineer; 1.4 Three Principles; 1.5 Three Cautions; Exercises; 2 The Joy of Engineering; 2.1 A Joyous Confession; 2.2 Engineering as Liberal Education, Launchpad, and Lifelong Love; 2.2.1 Who Is Getting a "Liberal Arts" Education Today?; 2.2.2 Engineering as Launchpad; 2.2.3 Ten Ways to Love Engineering 2.3 The Fundamental Tug-of-War2.4 Science and Its Little Secret; 2.5 Engineers: First Masters of Modern Enterprise; 2.6 Economy of Intellection: Separating Science from Engineering; 2.6.1 Modeling Plane; 2.6.2 Spectrum of Models; 2.7 Four Tensions Facing the Entrepreneurial Engineer; Summary; Exercises; 3 Money, Work, and You; 3.1 Money, Moola, the Big Bucks; 3.2 Roads to Wealth: Four Dinner Table Platitudes; 3.3 Hidden Lesson 1: Engagement; 3.3.1 Why Engagement Matters; 3.3.2 Matching your Vocational Impedance; 3.4 Hidden Lesson

2: Courage; 3.4.1 Locus of Control: Internal versus External
3.4.2 Exploring Courage3.5 Tactical Lessons of Handling Money; 3.5.1 Spending and Earning Styles; 3.5.2 Spending-Earning Impediment; 3.5.3 Investing, Saving, and Thrift; 3.6 Get a Life; 3.7 Plotting your Course: Values, Mission, and Goals; 3.7.1 Creating a Personal Values Statement; 3.7.2 Writing a Personal Mission Statement; 3.7.3 Setting Goals; Summary; Exercises; 4 Getting Organized and Finding Time; 4.1 Time and Its Lack; 4.2 Effective Ways to Waste Time; 4.3 Seven Keys to Time Management; 4.3.1 A Place for Everything; 4.3.2 Work for Mr. To Do; 4.3.3 Sam Knows: Just Do It
4.3.4 A Trash Can Is a Person's Best Friend4.3.5 Tuning Your Reading; 4.3.6 Managing Interruptions; 4.3.7 Getting Help; Summary; Exercises; 5 Write for Your Life; 5.1 Engineers, Root Canal, and Writing; 5.2 Why Many Engineers Don't Like to Write; 5.3 Prime Directive of Writing: Just Write; 5.3.1 Freewriting; 5.3.2 Directed Writing for the Real World; 5.4 Getting the Content and Organization Right; 5.4.1 The Primary Structure of Business Writing: BPR; 5.4.2 Lists and Amplification: Technical Writer's Best Friend; 5.4.3 Sectioning, Titles, and Headings 5.4.4 Summaries, Conclusions, and Distinguishing the Differences5.5 Edifying Editing; 5.6 Improving Your Writing; Summary; Exercises; 6 Present, Don't Speak; 6.1 Speeches versus Presentations; 6.2 Why Present?; 6.3 Preparation Makes the Presentation; 6.3.1 Audience Analysis; 6.3.2 Subject Selection; 6.3.3 Elements of a Presentation; 6.3.4 Preparation Process; 6.3.5 Transparency Design and Preparation; 6.4 Delivery; Summary; Exercises; 7 Human Side of Engineering; 7.1 Human Challenges of Engineering; 7.2 Through the Eyes of Others; 7.3 Anatomy of a Disagreement
7.4 We are all Salespeople on this Bus

Sommario/riassunto

""Informative, provocative, and practical...developing the skills outlined in The Entrepreneurial Engineer is a necessity for a productive engineering career.""-Raymond L. Price, William H. Sevens Professor of Human Behavior Director, Illinois Leadership(r) Center, University of Illinois at Urbana-Champaign ""I believe that The Entrepreneurial Engineer has the potential to change the landscape of what engineers learn and do.""-John R. Koza, former CEO and chairman, Scientific Games Inc. and Consulting Professor, Stanford University ""Dr. Goldberg provides the road map for engineer
