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Nota di contenuto	FRONT COVER; SECRETS TO SUCCESS IN INDUSTRY CAREERS; COPYRIGHT PAGE; CONTENTS; PREFACE; PART I: CAREER CHOICE CONSIDERATIONS AND JOB PURSUIT; CHAPTER 1 COMPARISON OF ACADEMIC AND INDUSTRY ENVIRONMENTS; Two worlds and their interdependence; Academia: Culture and mindset; Skills for success in the traditional academic environment; Industry: Culture and mindset; Skills for success in the industry environment; Trends of merger; Summary of key skills for success; Mindset assessment: Choosing an academic or industry career; CHAPTER 2 CHOOSING AN INDUSTRY CAREER Identification of preferred work style Common industry careers and work styles; Career match and career mismatch; Overcoming career mismatch; Summary of key skills for success; Mindset assessment: Knowing your preferred work style; CHAPTER 3 PROFESSIONAL CONDUCT DURING THE JOB APPLICATION PROCESS; Job description analysis; The job application; Interview preparation; The interview; The follow-up; Job offer and negotiation; Summary of key skills for success; Mindset assessment: Job application, interview and negotiation; PART II:

## PROFESSIONAL CONDUCT ON THE JOB

CHAPTER 4 BUSINESS GOALS AND BOTTOM LINES Scenario and impact; Important knowledge; Anecdote: Aligning personal and corporate goals; Summary of key skills for success; Mindset assessment: Business goals; CHAPTER 5 LEADERSHIP AND TEAMWORK; Scenario and impact; Important knowledge; Anecdote: Leadership; Anecdote: Teamwork; Summary of key skills for success; Mindset assessment: Leadership and teamwork; CHAPTER 6 COMMUNICATION SKILLS; Scenario and impact; Important knowledge; Anecdote: Interpersonal relations; Summary of key skills for success; Mindset assessment: Communication skills CHAPTER 7 MARKETING Scenario and impact; Important knowledge; Anecdote: First impressions; Summary of key skills for success; Mindset assessment: Marketing skills; CHAPTER 8 DISCIPLINE; Scenario and impact; Important knowledge; Anecdote: Delays; Summary of key skills for success; Mindset assessment: Discipline; CHAPTER 9 FLEXIBILITY; Scenario and impact; Important knowledge; Anecdote: Company reorganization; Summary of key skills for success; Mindset assessment: Flexibility; CHAPTER 10 CREATIVITY AND OUT-OF-THE-BOX THINKING; Scenario and impact; Important knowledge Anecdote: Innovation obstacles Summary of key skills for success; Mindset assessment: Entrepreneurship; CHAPTER 11 AMBIGUITY MANAGEMENT; Scenario and impact; Important knowledge; Anecdote: Time, quality or cost?; Summary of key skills for success; Mindset assessment: Ambiguity management; CHAPTER 12 INTELLECTUAL PROPERTY; Scenario and impact; Important knowledge; Anecdote: Patent ownership; Summary of key skills for success; Mindset assessment: Intellectual property; CHAPTER 13 SPECIALTY TECHNOLOGY AND KNOWLEDGE; Scenario and impact; Important knowledge; Anecdote: Staying competitive Summary of key skills for success

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### Sommario/riassunto

Secrets to Success in Industry Careers introduces you to the differences between what is needed in school and what is needed in industry. It describes the entire process of obtaining a job including analysis of a job description, writing an application, preparation for an interview, and conduct during and after an interview. Most importantly, this book is the ideal "industry-insider" guide because it provides you with skills and understanding essential for success on the job. Fictional anecdotes make it easy to understand application of these skills, summarized at the end of each chapter

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