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Nota di contenuto	<p>Engineering As A Social Enterprise -- Copyright -- Preface -- Contents -- Engineering As A Social Enterprise -- Introduction -- 1-Systems Perspectives -- FROM DETERMINISTIC DYNAMOS TO SEAMLESS-WEB SYSTEMS -- The Shift Away From Internalism And Determinism -- Technology as Systems -- Dynamics of Technological Change -- Involving the Visible Hand -- Geographical Determinism -- Political Factors -- Social Construction Of Technology -- Technology-Science Relationship -- Conclusion -- CULTURAL AND SOCIOTECHNICAL VALUES -- Risk, Uncertainty, And Public Trust -- Human Progress -- 2-Organizational Perspectives -- BUSINESS, CONSUMERS, AND SOCIETY-AT-LARGE: NEW DEMANDS AND EXPECTATIONS -- Product Demands And Expectations In The Auto Industry -- Global Economic Interdependence and Competition -- The Need to Set World Standards -- Growing Societal Demands on the Product -- Market Incentives versus Command-and-Control Regulation: The Environmental Example -- Costs of Environmental Progress -- The Engineer in the Eye of the Hurricane -- The Experience of the 1970s as a Guide for the 1990s -- Demands And Expectations In Automotive Manufacturing -- The Importance of Systems Engineering -- Demands And Expectations In The Automotive Workplace -- Two Critical Tools Of Modern Engineering Practice -- Conclusion -- TECHNOLOGY AND GOVERNMENT -- Interactions Between Industry And Science -- Role Of Government As Regulator And Major Procurement Agency -- Regulatory Environment -- Major Government Programs -- Government as the Champion of Technology -- Influence Of Financial Institutions And Economic Factors -- Foreign Investment -- The Globalization of Technology -- Public Understanding Of Science And Technology -- Summary -- 3-Practitioners' Perspectives -- THE SOCIAL FUNCTION OF ENGINEERING: A CURRENT ASSESSMENT -- Social Impacts Of Engineering.</p> <p>Sociology And Education Of Engineers -- Social Responsibility -- Social Purpose -- Social Needs -- Lessons Learned -- What Is Past Is Prologue: The American Experience -- Engineering At A Crossroads -- Acknowledgments -- PONDERING THE UNPREDICTABILITY OF THE SOCIOTECHNICAL SYSTEM -- Model For Social Needs -- How Society Applies Technology -- The Picturephone -- Home Information -- Facsimile -- Cellular Telephony -- Lessons Learned -- Trends In The Sociotechnical System -- The Future -- Appendixes -- Appendix A-Tribute to J. Herbert Hollomon -- Appendix B-Engineering's Great Challenge-The 1960s -- Technological Expansion -- Planned Innovation -- Opportunities For Engineers -- Who Can Best Meet The Challenge? -- Role Of Engineering Not Recognized -- Responsibility Of The Individual -- National Academy Of Engineering -- Benefits To Science And Engineering -- Contributors.</p>