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3.4.2 Exploring Courage
3.5 Tactical Lessons of Handling Money; 3.5.1 Spending and Earning Styles; 3.5.2 Spending-Earning Impedance; 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 Friend
4.3.5 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 Difference
5.5 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

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