



Business Skills for Engineers and Technologists (IIE Core Textbooks Series)

By Harry Cather, Richard Douglas Morris BSc MBA MIED I.Eng., Joe Wilkinson

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- Sales Rank: #2053111 in Books
- Brand: Brand: Newnes
- Published on: 2001-07-17
- Released on: 2001-07-03

- Original language: English
- Number of items: 1
- Dimensions: 9.69" h x .89" w x 7.44" l, 1.75 pounds
- Binding: Paperback
- 368 pages

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Editorial Review

Review

"The book is well illustrated with diagrams. Numerical techniques are demonstrated with well-chosen examples, presented in sufficient detail to be followed with ease. Lecturers could easily base a course on this book. It is well suited to the second and possibly third years of a degree program. Though particularly useful to the prospective incorporated engineer, it could well be used by others." **--Times Higher Educational Supplement, 2002**

"The business text introduces key business concepts and tools (including eCommerce) in a manner which will allow the text to be a key component of (e.g.) a Technology Management course or as a support for the business and management sections of other engineering and technology subjects." **--Alistair Duffy, Series Editor**

"The authors take a uniquely student-centered approach to the subject, with easily accessible material introduced through case studies, assignments and knowledge-check questions. The interactive style of the book is ideally suited for the study of business and management topics, bringing the subjects to life with activities and case studies rather than devoting hundreds of pages to management theory." **--Electronic Servicing and Technology**

From the Publisher

This essential text is part of the IIE accredited textbook series from Newnes - textbooks to form the strong practical, business and academic foundations for the professional development of tomorrow's incorporated engineers. Forthcoming lecturer support materials and the IIE textbook series website will provide additional material for handouts and assessment, plus the latest web links to support, and update case studies in the book.

About the Author

Harry Cather started as an apprentice Mechanical Engineer. His initial studies were part-time and concluded in becoming a C.Eng through the Institute of Production Engineers (now amalgamated with the IEE). He continued gaining knowledge, partially through courses, experience and other learning processes leading to an MBA and MSc. Being a "good" engineer, led him to study management in addition to engineering and he is a member of CMI and an associate member of IBA. Before joining the University of Brighton, his career was in support functions from Industrial/Production Engineering through Project Management to Workshop Management. In addition to engineering, he has worked in a wide variety of industries from mining to food, including three foreign postings. He is involved in TCS schemes and has carried out assignments for BESO, a volunteer organisation that assists in transferring technology to developing countries. Harry has recently set up as Industrial Consultant and welcomes any queries at harry@consultca.co.uk.

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