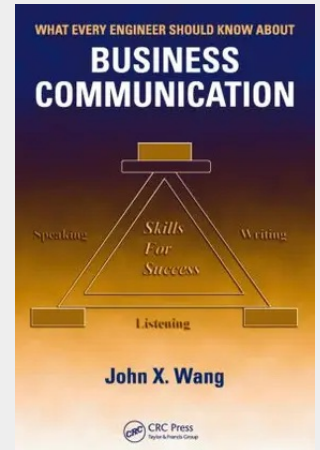


What Every Engineer Should Know About Business Communication

Engineers must possess a range of business communication skills that enable them to effectively communicate the purpose and relevance of their idea, process, or technical design. This unique business communication text is packed with practical advice that will improve your ability to— - Market ideas - Write proposals - Generate enthusiasm for research - Deliver presentations - Explain a design - Organize a project team - Coordinate meetings - Create technical reports and specifications Focusing on the three critical communication needs of engineering professionals—speaking, writing, and listening—the book delineates critical communication strategies required in many group settings and work situations. It demonstrates how to integrate a marketing strategy into every facet of engineering communication, from presentations, visual aids, proposals, and technical reports to e-mail and phone calls. Using situational examples, the book also illustrates how to use computers, graphics, and other engineering tools to effectively communicate with other engineers and managers.



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