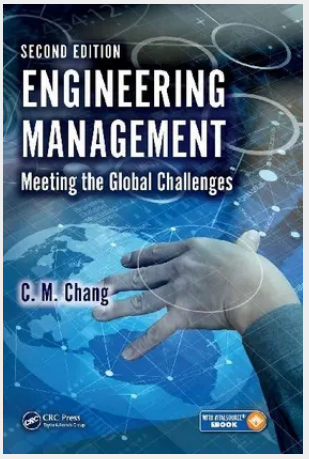
Chang / Lunevich

# Engineering Management

Meeting the Global Challenges, Second Edition

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248,50 € (zzgl. MwSt.)

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Engineering Management: Meeting the Global Challenges prepares engineers to fulfill their managerial responsibilities, acquire useful business perspectives, and take on the much-needed leadership roles to meet the challenges in the new millennium. Value addition, customer focus, and business perspectives are emphasized throughout. Also underlined are discussions of leadership attributes, steps to acquire these attributes, the areas engineering managers are expected to add value, the web-based tools which can be aggressively applied to develop and sustain competitive advantages, the opportunities offered by market expansion into global regions, and the preparations required for engineering managers to become global leaders. The book is organized into three major sections: functions of engineering management, business fundamentals for engineering managers, and engineering management in the new millennium. This second edition refocuses on the new strategy for science, technology, engineering, and math (STEM) professionals and managers to meet the global challenges through the creation of strategic differentiation and operational excellence. Major revisions include a new chapter on creativity and innovation, a new chapter on operational excellence, and combination of the chapters on financial accounting and financial management. The design strategy for this second edition strives for achieving the T-shaped competencies, with both broad-based perspectives and in-depth analytical skills. Such a background is viewed as essential for STEM professionals and managers to exert a strong leadership role in the dynamic and challenging marketplace. The material in this book will surely help engineering managers play key leadership roles in their organizations by optimally applying their combined strengths in engineering and management.

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