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The Executive MBA for Engineers and Scientists (Hardback)

By James J. Farley

Taylor Francis Inc, United States, 2009. Hardback. Condition: New. 2nd New edition. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. All too often, a simple lack of understanding of fundamental business concepts is enough to prevent capable scientists and engineers from receiving otherwise deserved promotions. These days, technical merit and hard work alone no longer guarantee upward mobility. For scientists and engineers with aspirations of moving up the corporate ladder a keen grasp of business basics is a must. Presenting concepts in a manner that is easily accessible, The Executive MBA for Engineers and Scientists covers the business principles and applications that today's technical managers need to know. The book touches upon all the essentials, including marketing, sales, finance, manufacturing, and accounting. It details technical considerations including quality control, technical services, and R D and highlights how to effectively integrate business concepts with technical considerations. Examples based on the author's experience working in the pharmaceutical industry and with the Food and Drug Administration illustrate how similar situations can occur in other industries and explain how to solve the problems using...



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