



# The Entrepreneurial Engineer

By David E. Goldberg

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## **The Entrepreneurial Engineer** By David E. Goldberg

"Informative, provocative, and practical...developing the skills outlined in *The Entrepreneurial Engineer* is a necessity for a productive engineering career."

—Raymond L. Price, William H. Severns Professor of Human Behavior  
Director, Illinois Leadership(r) Center, University of Illinois at Urbana-Champaign

"I believe that *The Entrepreneurial Engineer* has the potential to change the landscape of what engineers learn and do."

—John R. Koza, former CEO and chairman, Scientific Games Inc. and  
Consulting Professor, Stanford University

"Dr. Goldberg provides the road map for engineers of the future to stay at the front of the wave by learning to think more like entrepreneurs. . . Consider this book your survival handbook for the rest of your life."

—From the Foreword by Tim Schigel, Director Blue Chip Venture Company

## **Entrepreneurial times call for *The Entrepreneurial Engineer***

In an age when technology and business are merging as never before, today's engineers need skills matched with the times. Today, career success as an engineer is determined as much by an ability to communicate with coworkers, sell ideas, and manage time as by talent at manipulating a Laplace transform, coding a Java(r) object, or analyzing a statically indeterminate structure.

This book covers those nontechnical skills needed by today's entrepreneurial engineers who mix strong technical know-how, business and organizational prowess, and an alert eye for opportunity. Author David Goldberg unlocks the keys to ten core competencies at the heart of what entrepreneurial engineers need to master to be effective in a fast-moving world of deals, teams, startups, and innovating corporations. You'll discover how to:

- Feel the essence-and the joys-of engineering
- Examine personal motivation and set goals
- Master time management and organization
- Write fast and well under pressure
- Prepare and deliver effective presentations
- Understand and practice good human relations

- Act ethically in matters large, small, and engineering
- Assess technology opportunities
- Understand teams, leadership, culture, and the organization of organizations

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## The Entrepreneurial Engineer By David E. Goldberg Bibliography

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## Editorial Review

### Review

"Although this book is primarily intended for undergraduate engineering students, it may be good for continuing education courses for practicing engineers...recommended." (*CHOICE*, March 2007)

"The author of the book... should be commended..." (*The Hebrew University of Jerusalem*, January 2007)

"...conversational and highly readable...a worthy read for anyone thinking of striking out on their own as an entrepreneurial engineer." (*Electronic Design Online*, September 11, 2006)

"...I recommend this book. There are many fine practical ideas on how to improve oneself." (*Computing Reviews.com*, February 16, 2006)

### From the Back Cover

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#### About the Author

**DAVID E. GOLDBERG** is Jerry S. Dobrovolny Distinguished Professor in Entrepreneurial Engineering at the University of Illinois at Urbana-Champaign, where he also serves as the Director of the Illinois Genetic Algorithms Laboratory. He received his BSE, MSE, and PhD, all in civil engineering, from the University of Michigan. From 1976 to 1980 he held a number of positions at Stoner Associates of Carlisle, Pennsylvania, including project engineer and marketing manager. In 2004, Dr. Goldberg cofounded Nextumi, Inc. (www.nextumi.com), a Web-infrastructure firm, and now serves as Nextumi's Chief Scientist.

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