

Entrepreneurship for Engineers

Kenji Uchino

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Kenji Uchino : Entrepreneurship for Engineers before purchasing it in order to gauge whether or not it would be worth my time, and all praised Entrepreneurship for Engineers:

0 of 0 people found the following review helpful. Important book for engineering managers and entrepreneurs. By G.K. ObengGood book. Wish an updated version was available. Also would like versions for other types of engineers other electrical. Parts of the case study was hard to understand.

Entrepreneurs have led economies out of downturns in the last 100 years and evidence points to this trend continuing into the future. In fact, regardless of country or economic conditions, entrepreneurial enterprises are on the rise. High-tech start-ups, where innovation, dedication, collaboration, and pure genius align into a successful enterprise, will

likely see good times—; if they start up right. However, many young researchers hesitate to set up their own company. Written by an electrical engineer with more than nineteen years of successful business experience, *Entrepreneurship for Engineers* covers every aspect you must master to become a savvy entrepreneur. The author provides coverage of the fundamentals of global economies, accounting, finance, and quantitative business analysis, because ordinary engineers usually lack these necessary survival skills. Outlining a systematic preparation process that will build a great reputation in the commercial marketplace, the author answers: How to start up a company How to create product lines How to collect venture capital How to write successful RD proposals How to apply forward thinking How to keep cash flowing in a small firm Typical MBA courses include the following curricula: economics, accounting, finance/investment, marketing, and human resources, with courses like Managerial Communications and Quantitative Business Analysis (Applied Mathematics), and finally Strategic Management and Business Ethics. Engineering curricula seldom includes any of this. Supplying almost all the knowledge necessary for operating a corporation, above and beyond what you may find in an MBA program, this book uses an approach to business that is just as disciplined and rigorous as any approach to engineering.

About the Author Kenji Ochino, a pioneer in piezoelectric actuators, is Director of the International Center of Actuators and Transducers and a Professor of Electrical Engineering at Pennsylvania State University. He has a successful track record as an entrepreneur and has 56 books and 550 academic papers to his credit.