

# Strategic Corporate Management for Engineering



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"Strategic Corporate Management for Engineering" combines theoretical concepts and field studies of over 150 civil engineering organizations into a single resource for

current or future engineering managers and executives. The book presents the Seven Areas of Strategic Management for engineering organizations and the need to address these areas as a complement to traditional project management practices. A step-by-step approach leads readers through the preparation for strategic management, the internal and external issues that must be addressed, and the steps required for implementing strategic management plans. Each chapter in the book reinforces these steps through the use of case studies that place the reader in a senior position within regional, national, and international engineering and construction organizations. Bridging the gap between business and engineering textbooks and reference books, "Strategic Corporate Management" brings the concepts of strategic management frequently discussed by business professionals to the specifics of the civil engineering industry. Applicable to both students and professionals, the book provides individuals with the first steps required to compete effectively in the changing global marketplace for engineering and construction services. The website will contain a description, table of contents, discussion forum for educators to discuss cases, and information from the course in which the text was developed.

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