



Strategic Corporate Management for Engineering

Paul S. Chinowsky, James E. Meredith

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Strategic Corporate Management for Engineering bridges the gap between business and engineering textbooks and reference books. This groundbreaking text is the first book to apply the concepts of strategic management to the specifics of the civil engineering industry. *Strategic Corporate Management for Engineering* presents seven areas of strategic management for engineering organizations, emphasizing the need to address these areas as a complement to traditional project management practices. A step-by-step, question-and-answer approach leads readers through the preparation for strategic management and the internal and external issues that must be faced, including managing organizational change, forecasting emerging technologies, and implementing strategic management plans. Each chapter features the use of case studies that place readers in senior positions within regional, national, and international engineering and construction organizations. These case studies expose students and aspiring executives to real-life situations faced by civil engineering professionals.

Ideal for courses in engineering organizations, organizational or project management, and construction management, *Strategic Corporate Management for Engineering* also serves as a valuable resource for professionals. Addressing a critical need in the civil engineering industry, it provides students, educators, and professionals with the basic tools to effectively compete in the changing global marketplace for engineering and construction services. The text is accompanied by a website at <http://www.aecstrategies.com/stratmgt>, which contains a table of contents, a discussion forum for educators to discuss cases, and information from the course in which the text was developed.

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