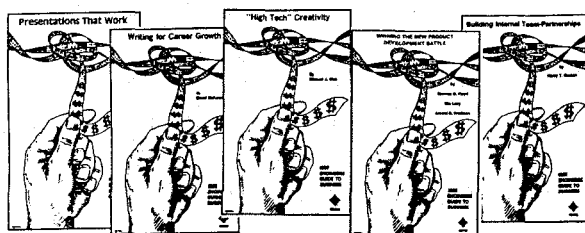


IEEE ENGINEERS GUIDE TO BUSINESS SERIES



Sharpen your business skills with these low-priced guides. The IEEE Engineers Guide to Business tackle such subjects as making effective presentations, improving your business writing, maintaining creativity in high-tech fields, developing successful new products and more! This important series will give you the competitive edge you need to succeed!

PRESENTATIONS THAT WORK

by Carole Mablekos

Learn how to create a power-packed presentation and clear, concise visual aids. See examples of both good and bad presentations ranging from an informal pitch to presenting over the phone to a full-fledged technical briefing.

Product No. HL0453-1, ISBN 0-7803-0305-9

WRITING FOR CAREER GROWTH

by David McKown, P.E.

Filled with hints on style, structure and grammar "rules of the game," this book also teaches you to employ word processing and desktop publishing to make both technical and non-technical material more clear and concise.

Product No. HL0452-3, ISBN 0-7803-0304-0

"HIGH TECH" CREATIVITY

by Michael J. Dick

Learn creative thinking methods for conceptualization, judgement and planning that will help you generate viable new product ideas -- and success. Numerous case histories and well designed drawings make this an easy-to-use reference piece.

Product No. HL0456-4, ISBN 0-7803-0351-2

WINNING THE NEW PRODUCT DEVELOPMENT BATTLE

*by Thomas D. Floyd,
Stu Levy, & Arnold B. Wolfman*

Use the eight steps in this book and your company will soon be on its way to superior new product development. This guide walks you through the entire new-product process from inception to development and marketing using Total Quality Management (TQM) and Concurrent Engineering Methodology.

Product No. HL0463-0, ISBN 0-7803-0351-2

BUILDING INTERNAL TEAM-PARTNERSHIPS

by Harry T. Roman

Use teamwork and collaboration methods to realize your corporate goals and improve the overall efficiency of your organization. This book will show you how to be an effective team-builder and creatively solve problems to improve project management.

Product No. HL0453-1, ISBN 0-7803-0365-2

IEEE Engineers Guides To Business are available for \$14.95 Member Price, \$19.95 List.

Generous volume discounts are available. To order call 1-800-678-IEEE.

For more information on this series, contact Barbara Coburn at (908) 562-5498.