



ACADEMIC
PRESS

SECRETS TO SUCCESS IN INDUSTRY CAREERS

ESSENTIAL SKILLS FOR SCIENCE AND BUSINESS

L. BORBYE

Secrets to Success in Industry Careers introduces you to the differences between what is needed in school and what is needed in industry. It describes how you may select a job and the entire process of obtaining a job, including analysis of a job description, writing an application, preparation for an interview, and conduct during and after an interview. Most importantly, this book is the ideal "industry-insider" guide because it provides you with skills and understanding essential for success on the job. It is highly relevant if you are seeking a job in industry, already employed in industry, employing others in industry or simply curious about the industry environment and culture

Self-assessment tools are included to help identify strengths and opportunities for growth · Includes chapters on understanding business goals, leadership and teamwork, communication skills, marketing, discipline, flexibility, innovation, intellectual property, special technologies, quality, ethics, globalization, ambiguity, expectation and career management · Author has developed highly successful industry-relevant training for students and new employees and has experience from both industry and academic environments · Contains a compilation of essential technical and managerial skills necessary for success in industry, including chapters on expectation management and career management

KEY FEATURES:

- Topics give you well-rounded and "to-the-point" instruction for mastery of a wealth of technical and managerial skills and aspects.
- Fictional anecdotes make it easy for you to understand application and context. Description of career selection and expectation management helps you make effective choices throughout your career.
- Self assessments tools give you means to establish your strengths and opportunities for growth.
- Summary of key skills gives you a quick way of reviewing if you are on the track to success.

Published October 2007

224 pages

Paperback

ISBN-13: 978-0-12-373869-1

ISBN-10: 0-12-373869-5

Price:

USD \$35.95

GBP £19.99

EUR €29.95

SPECIAL DISCOUNT

10% Off
Mention code when ordering:
DM 91296

Secure online ordering at:
<http://books.elsevier.com>

In the Americas:

Email: usbkinfo@elsevier.com

US Customers:

Toll Free: +1 (800) 545-2522

All other countries:

Email: eurokinfo@elsevier.com

Tel: +44 (0)1865 474000

Website: [www.elsevier-](http://www.elsevier-international.com/newcustomerservice/)

international.com/newcustomerservice/

SECRETS TO SUCCESS IN INDUSTRY CAREERS

ESSENTIAL SKILLS FOR SCIENCE AND BUSINESS

Table of Contents

L. BORBYE

PREFACE

I. PART I CAREER CHOICE CONSIDERATIONS AND JOB PURSUIT

1. *Comparison of Academic and Industry Environments*
2. *Choosing an Industry Career*
3. *Professional Conduct During the Job Application Process*

PART II PROFESSIONAL CONDUCT ON THE JOB

4. *Business Goals and Bottom Line*
5. *Leadership and Teamwork*
6. *Communication Skills*
7. *Marketing*
8. *Discipline*
9. *Flexibility*
10. *Creativity and out-of-the-box thinking*
11. *Ambiguity Management*
12. *Intellectual Property*
13. *Specialty Technology and Knowledge*
14. *Quality*
15. *Ethics*
16. *Globalization*
17. *Expectation Management*
18. *Career Management*

EPILOGUE

INDEX