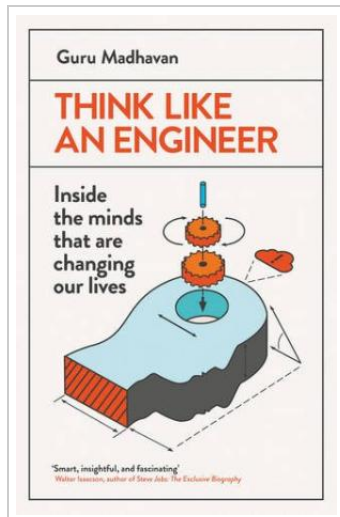




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Think Like an Engineer: Inside the Minds That are Changing Our Lives

By Guru Madhavan

Oneworld Publications. Paperback. Book Condition: new. BRAND NEW, Think Like an Engineer: Inside the Minds That are Changing Our Lives, Guru Madhavan, Dubai's Burj Khalifa - the world's tallest building - looks nothing like Microsoft's Office Suite, and digital surround sound doesn't work like a citywide telecommunication grid. Yet these engineering feats have much in common: they are the result of a unique thinking process combining abstract and structured thinking, common sense and great imagination. They are born of the engineering mindset. In this groundbreaking and lively work, Guru Madhavan reveals the extraordinary influence of engineering on society, not just today but throughout history. Drawing on a cast of star engineers like Steve Jobs, the Wright brothers and Thomas Edison, Madhavan explores aspects of this mindset and shows its usefulness to life and business - in areas as varied as traffic congestion to health care to filmmaking. Full of case studies and practical insights spanning the brilliant history of engineering, Think Like an Engineer is in equal parts personal, practical, and profound. It reveals how key engineering concepts can help you make better decisions and create innovative solutions in a complex world.



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