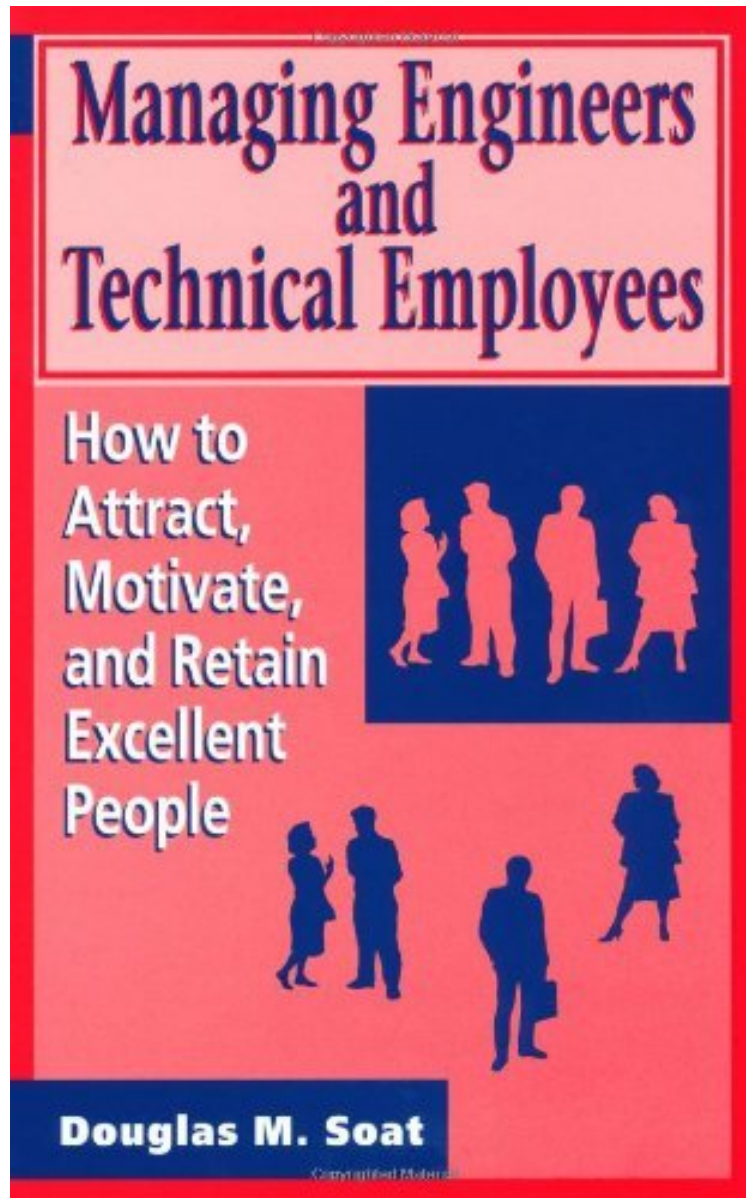


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Managing Engineers and Technical Employees: How to Attract, Motivate, and Retain Excellent People (Artech House Professional Development Library)

Douglas M. Soat

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Douglas M. Soat : Managing Engineers and Technical Employees: How to Attract, Motivate, and Retain Excellent People (Artech House Professional Development Library) before purchasing it in order to gage whether

or not it would be worth my time, and all praised *Managing Engineers and Technical Employees: How to Attract, Motivate, and Retain Excellent People* (Artech House Professional Development Library):

1 of 1 people found the following review helpful. Not what the contemporary technical manager is after
By Stephen Liversage
A good book! This of course contradicts the rating which I'm inclined to give it. The reason is that as a general treatise covering broader, conventional human resources practices, it does a good job; providing practical advice and not being overly theoretical. However for the intended audience i.e. technical or engineering managers, the book provides little to no insight. It primarily addresses (as the title suggests) attraction, motivation and retention of personnel. The author keeps referring to technical managers in this context but that, I feel, is where the applicability to any engineering or technology ends. The way the book is written: I suspect anyone could simply to do a word find-replace for "technical manager", substituting with any equivalent such as "marketing manager", "financial manager" or even "general manager" and still maintain the book's efficacy. The author is / was a psychologist and a human resource professional; not an engineering manager. The text is unmistakably written from an outside-in perspective. It fails to comprehensively address deeper issues peculiar to technical functions; issues that really drive the psychological contract, motivation of engineers and thus success of technical teams. It falls drastically short of covering approaches to managing the inherent dilemmas, productivity issues and organisational behavior which truly differentiates technical people from other functions. Not the right book for the subject and especially not at the price.

Addresses the special opportunities, challenges and problems that come with managing a technical staff. The book provides advice on how to line up a winning team of technical personnel, eliminate ineffective performance and avoid costly employee turnover.

About the Author
Doug Soat is a consulting psychologist in Janesville, WI. He earned his M.B.A. in management from the University of Whitewater in Wisconsin and his M.S. in clinical psychology and his Ph.D. in educational psychology from Marquette University.