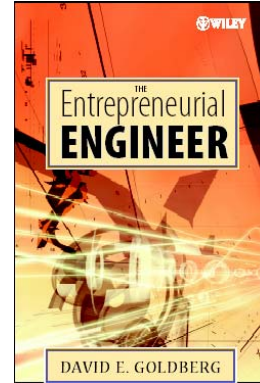


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CONTACT:

David E. Goldberg
University of Illinois at Urbana-Champaign
Voice: 217-333-0897
FAX: 217-244-5705
Email: deg@uiuc.edu
URL: <http://www-illigal.ge.uiuc.edu/>
Blog: www.entrepreneurialengineer.blogspot.com



Book Challenges Universities to Train New Breed of Entrepreneurial Engineers

Urbana, IL, September 1, 2006. Noted engineering researcher and author David E. Goldberg at the University of Illinois at Urbana-Champaign (UIUC) has published a book, *The Entrepreneurial Engineer* (Wiley, 2006) that challenges universities to stop turning out Dilbert-like technocrats and start turning out engineers with the combination of technical, business, and people skills necessary in an age of opportunity. "During the cold war, engineers worked for one large organization for most of their careers, and they worked in a narrow technical specialty largely on their own or in a homogeneous group of like-minded specialists." As a leader in the fast-paced field of genetic algorithms and as a cofounder of web startup Nextumi, Inc., Goldberg understands that engineers today must combine passion, communication, and innovation to survive and thrive. "Today's engineer is on another planet. Careers are fast-paced. Companies seek results from a smaller core of team members, and engineers have to broaden their skill set beyond those taught in engineering school to be successful in today's environment."

The book is written as a textbook for engineering students and practicing engineers to help develop those personal, interpersonal, and organizational skills necessary today. Others see the book as an important contribution. Chris Magee, Professor of Practice at MIT says, "*The Entrepreneurial Engineer* is a timely addition to the literature because many engineering schools are modifying their early engineering educational curricula to help engineers attain a broader view of the field before they begin to learn the deeper technical aspects of their engineering domain." Tim Schigel, Director, Blue Chip Venture Company, highlights the book's understanding of passion in the creation of technology. "The main message of this book—and the

secret that Dr. Goldberg is conveying—is that the passion for the idea, doing what you love, and having the persistence required to bring ideas to reality are the fuel of innovation. Without them, the world will not change, and the idea will stay in the notebook.”

Despite this kind of support, integrating non-technical material into the engineering curriculum remains controversial as engineering degree programs are filled to the brim with technical subjects. Nonetheless, Goldberg believes that engineering schools need to change or they risk becoming increasingly irrelevant. “Engineering colleges have not kept up with the pace of innovation. Their curricula and research programs are in many ways legacies of the cold war. Other nimbler curricula or programs will evolve unless colleges of engineering can better embrace pervasive change and opportunity.”

For additional information contact David E. Goldberg, Jerry S. Dobrovolny Distinguished Professor in Entrepreneurial Engineering. For additional information on the book *The Entrepreneurial Engineer* visit <http://www.wiley.com/WileyCDA/WileyTitle/productCd-0470007230.html>. For additional information on an online course by professor Goldberg highlighting the material in *The Entrepreneurial Engineer* visit the following URL: <http://online.engr.uiuc.edu/descriptions/fall2006/ge498tee.htm>

About David E. Goldberg. David E. Goldberg is Jerry S. Dobrovolny Distinguished Professor in Entrepreneurial Engineering in the Department of Industrial and Enterprise Systems Engineering at the University of Illinois at Urbana-Champaign. He is a 1985 recipient of the NSF Presidential Young Investigator Award. His first book *Genetic Algorithms in Search, Optimization, and Machine Learning* is one of the most highly cited books in computer science. His 2002 book, *The Design of Innovation*, explores the connections between genetic algorithms and theories of human innovation, and he continues his investigations on these topics as well as well as innovation support systems and the philosophical underpinnings of engineering.

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