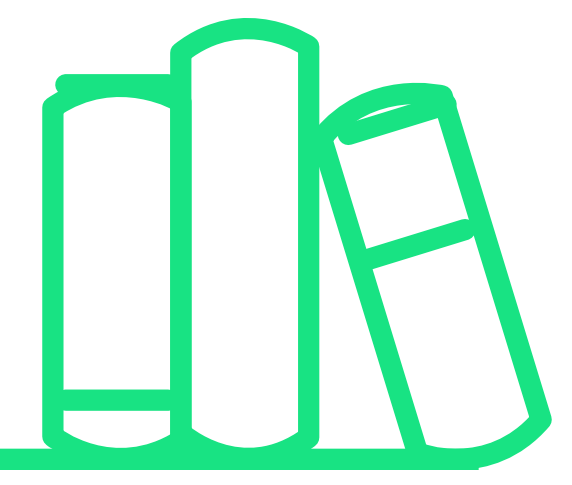
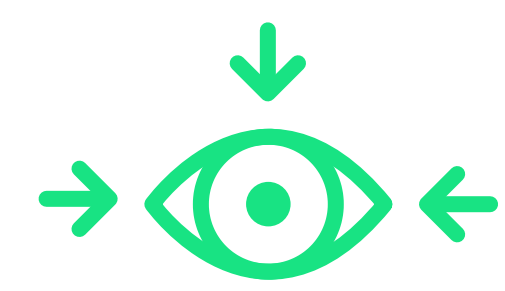


Great Reasons for YOU to Publish a Book



How Publishing Can Help Your Engineering Career

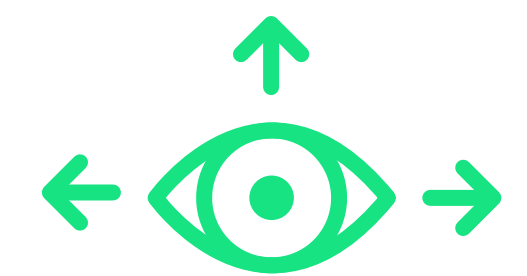


Visibility of Your Expertise and Experience: Internally

1

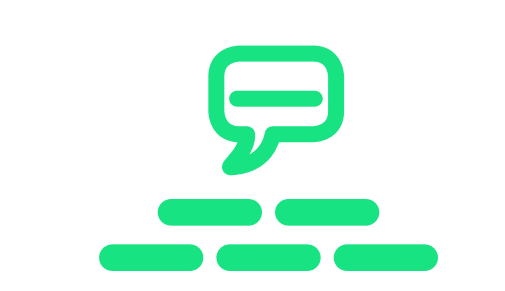
Having a book published is an indicator that external reviewers and experts think your work has value and they can learn from you. This can help with career advancement by making your experience and knowledge visible to external clients and partners as well as internal stakeholders. This could help with a promotion internally, as your work has been proven to have impact and has been externally validated.

Visibility of Your Expertise and Experience: Externally



2

Having a book published makes your name more likely to come up in online searches for experts in a key area and proves the quality and impact of your work in your field. This can get you noticed by companies looking for new talent. You might also be asked to give an expert opinion in news media or be nominated for higher membership levels in relevant societies.



The Foundation of Consultancy

3

If you want to start your own business or work as a consultant, your book will serve as a calling card. It will have the details of your role and company and will encourage people to contact you or visit your website.

Give Back to Your Profession



4

Your book adds to the body of knowledge in your field. It could be the basis for the next Steve Jobs to decide to follow a career in computer science, or it could lay the foundation for the next generation of engineers to build a smarter, safer way to design and implant embedded medical devices.

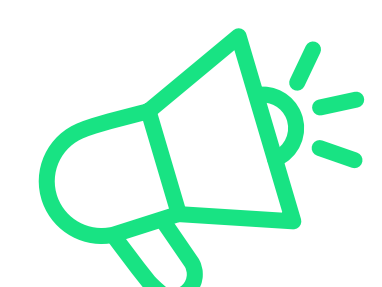


Switch to Education

5

Your book could serve as the outline for a new course that you could set up and run as part of continuing professional development or as part of an established degree or certification process. You may be invited to be a guest lecturer at a renowned institution or asked to run internal or external training courses. It could even be the basis for a career change.

Promotion for Your Company



6

A book can serve as a soft promotion for your company. Your author biography on the book and in promotions for your book will spread the name of your company, associate the brand with the process, model, field, or device in question, and get positive exposure for the company. Since your book will be approved by the publisher and by external expert reviewers, the quality of your company's work and their expertise in a field is assured.



Speaking Engagements

7

Your book can help get you speaking engagements. By publishing a book, you're more likely to be visible to organizers if you already have written a key book in the field. Plus, attendees are more likely to go to a talk by a published book author.

Develop a Market



8

Say your company sells chips for IoT devices. By writing a book about IoT applications, you could help promote the use of IoT in new communities, industries, and businesses. Your clear guide on how to design and develop IoT solutions might showcase the benefits of developing new products and indirectly build the market for new customers needing the chips your company creates.

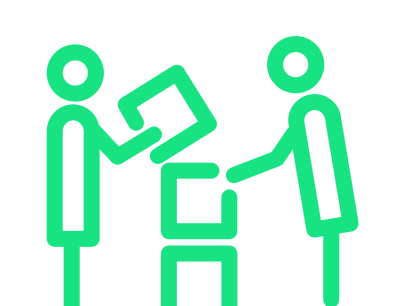


Fill a Gap in Educational Content

9

Writing a book can be an opportunity to develop content that is exactly aligned with a specific course. Your book may help to fill a gap in existing textbooks and provide quality course material for yourself and other instructors.

Create a Legacy



10

Books last a long time. They're easy for others to find and cite. Plus, your name may become synonymous with a particular technique, or your work could be cited in hundreds of patents, papers, and policies. Your impact will live on.

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