



Studying Engineering: A Road Map to a Rewarding Career

By Raymond B. Landis

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Since Studying Engineering exploded onto the market in June, 1995, it has become the best selling "Introduction to Engineering" textbook of all time. Adopted by over 300 U.S. institutions, and reaching more than 40,000 students, the book has made major inroads into the "sink or swim" paradigm of engineering education. Armed with the book as a powerful tool for "student development", large numbers of engineering programs have implemented Introduction to Engineering courses having a primary purpose of improving the academic performance and retention rates of their students.

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Editorial Review

About the Author

Raymond B. Landis is Dean Emeritus at California State University, Los Angeles. Dr. Landis is recognized as the "father" of Minority Engineering Programs in the U.S. His "community building/collaborative learning" MEP model has been widely replicated at universities all across the nation. His experience in teaching Introduction to Engineering courses, the cornerstone of that model, led him to write Studying Engineering.

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