TABLE OF CONTENTS

CONTRIBUTORS ix

PREFACE xi

1. A SCIENTIST GONE BAD: HOW I WENT FROM THE BENCH TO THE BOARDROOM 1

Cynthia Robbins-Roth

2. TECHNICAL WRITING: MAKING SENSE OUT OF MANUALS 15

Clayton R. Randall (second edition updated by Cynthia Robbins-Roth)

3. SCIENCE WRITING: COMMUNICATING WITH THE MASSES 27

Sue Goetinck Ambrose
4. Creating a Publishing Empire: How I Gave Up Academia and Became an Entrepreneurial Editor 39
   Roger Longman

5. Business Information Services: Providing the Data for Industry 47
   Mark D. Dibner

THE FINANCIAL WORLD

6. Becoming a Venture Capitalist 61
   Deepa Pakianathan

7. Investment Banking: Dreams and Reality 71
   Peter Drake (second edition updated by Cynthia Robbins-Roth)

8. How I Became an Analyst: Science-Based Investment Advising 79
   Mary Ann Gray

THE CORPORATE WORLD

9. Entrepreneur and Company Founder: Starting Your Own Company and Surviving 97
   Ron Cohen

    Ronald Pepin
11. **The Growth of a Manager: From Pure Research to Policy Administration**  
*Philip W. Hammer*

12. **Regulatory Affairs: Keeping Product Development on Track**  
*Elizabeth D. Moyer*

*Alexandra J. Baran*

14. **Entering Biomedical and Scientific Consulting**  
*Robert Roth*

15. **Sales and Marketing: So You Want to Sell?**  
*Erin Hall Meade*

16. **From Doing Research to Moving Research: My Life in Tech Transfer**  
*Paula Szoka*

**Providing Services to Companies**

17. **Corporate Communications: Helping Companies Sell Their Stories**  
*Tony Russo*

18. **Executive Search: The Hunt for Exceptional Talent**  
*Bente Hansen*
19. Consultant to the Stars: Advising CEOs for Fun and Profit
   Carol Hall

20. Biomedical Consultant: Specializing in Technology Assessment, Strategic Planning, and Grant Writing
    Gail Schechter

SCIENCE CAREERS IN GOVERNMENT

    David Applegate

    Gina Lento

23. Government Agencies: Directing Science in the Military
    Genevieve Haddad

APPENDIX: INFORMATION RESOURCES ABOUT ALTERNATIVE CAREERS FOR SCIENTISTS
    Cynthia Robbins-Roth

INDEX