

Title: "Breaking bridges between Sciences, Engineering and Business Management"

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Abstract: *In today's world, management and marketing became essential to successfully exploiting innovations and technologies. None of these is worthily beneficial for customers and end-users if designing manufacturing, quality insurance, price and delivery are not properly considered and applied. Today also, more and more consumers are becoming careful, choosy and environmentally safe impact requesters. The more educated and mature they are the more doing business bears responsibility on them. This paper is based on a research project of translating a book from English to Arabic on strategic technology management. The theme of the book is about breaking bridges between sciences, engineering and business management. The book's authors have selected a number of real world case studies in support of the need to integrate economics, management, ethics and some other social disciplines into scientific and technological implementation and applications. The author of this paper will present and comment on some of the above case studies with a view to illustrate the necessary links between technology and management. He will also pin points the role of language and translation and suggest implications for future managers/entrepreneurs, scientists, engineers, students and the reader in general.*

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