

King's sayings in quotes, Swanson's sayings are numbered.

"The Unwritten Laws of Engineering" by W.J. King (1944, American Society of Mechanical Engineers)
Bill Swanson's "25 Unwritten Rules of Management". Bill Swanson, CEO of Raytheon.

- "Cultivate the habit of 'boiling matters down' to their simplest terms."

cultivate - 28,200,000

20. Boil matters down to the simplest terms: the proverbial "elevator speech" is best.

proverbial - 12,300,000

- "Do not get excited in engineering emergencies -- keep your feet on the ground."

do not - 2,190,000,000

21. Don't get excited in engineering emergencies. Keep your feet on the ground.

don't 2,600,000,000

- "Cultivate the habit of making brisk, clean-cut decisions."

22. Cultivate the habit of making quick, clean-cut decisions.

- "Promises, schedules, and estimates are necessary and important instruments in a well-ordered business"

17. Promises, schedules and estimates are important instruments in a well-ordered business. You must make promises. Don't lean on the often-used phrase, "I can't estimate it because it depends on too many uncertain factors."

lean on - 5,980,000

often-used - 59,600,000

uncertain factors - 120,000

- "In dealing with customers and outsiders remember that you represent the company ... be careful of you commitments."

19. When dealing with outsiders, remember that you represent the company. Be careful of your commitments.

- "Be extremely careful of the accuracy of your statements."

15. Be extremely careful about the accuracy of your statements.

- "Don't overlook the fact that you're working for your boss."

16. Don't overlook the fact that you are working for a boss. Keep him or her informed – avoid surprises! Whatever the boss wants takes top priority.

- "Be as particular as you can in the selection of your boss."

6. Work for a boss with whom you are comfortable telling it like it is. Remember that you can't pick your relatives, but you can pick your boss.

- "Strive for conciseness and clarity in oral and written reports."

conciseness - 2,270,000

14. Strive for brevity and clarity in oral and written reports.

brevity - 15,500,000

- "Don't be timid -- speak up -- express yourself and promote your ideas."

12. Don't be timid; speak up. Express yourself, and promote your ideas.

- "Confirm your instructions and the other fellow's commitments in writing. Do not assume that the job will be done..."

11. Confirm your instructions and the commitments of others in writing. Don't assume it will get done!

- "However menial and trivial your early assignments may appear give them your best efforts."

8. However menial and trivial your early assignments may appear, give them your best efforts.

- "In carrying out a project do not wait for foremen, vendors, and others to deliver the goods; go after them and keep everlastingly after them."

; everlastingly - 284,000

10. In completing a project, don't wait for others: go after them, and make sure it gets done.

Frequencies:

King: laws - 791,000,000

Swanson: rules - 1,540,000,000

King: brisk - 13,900,000

Swanson - quick - 2,200,000,000

King: in dealing with - 29,700,000
Swanson: when dealing with - 19,900,000

King: carrying out - 73,100,000
Swanson: completing - 206,000,000

conciseness:

all google searches carried out on 18/05/06