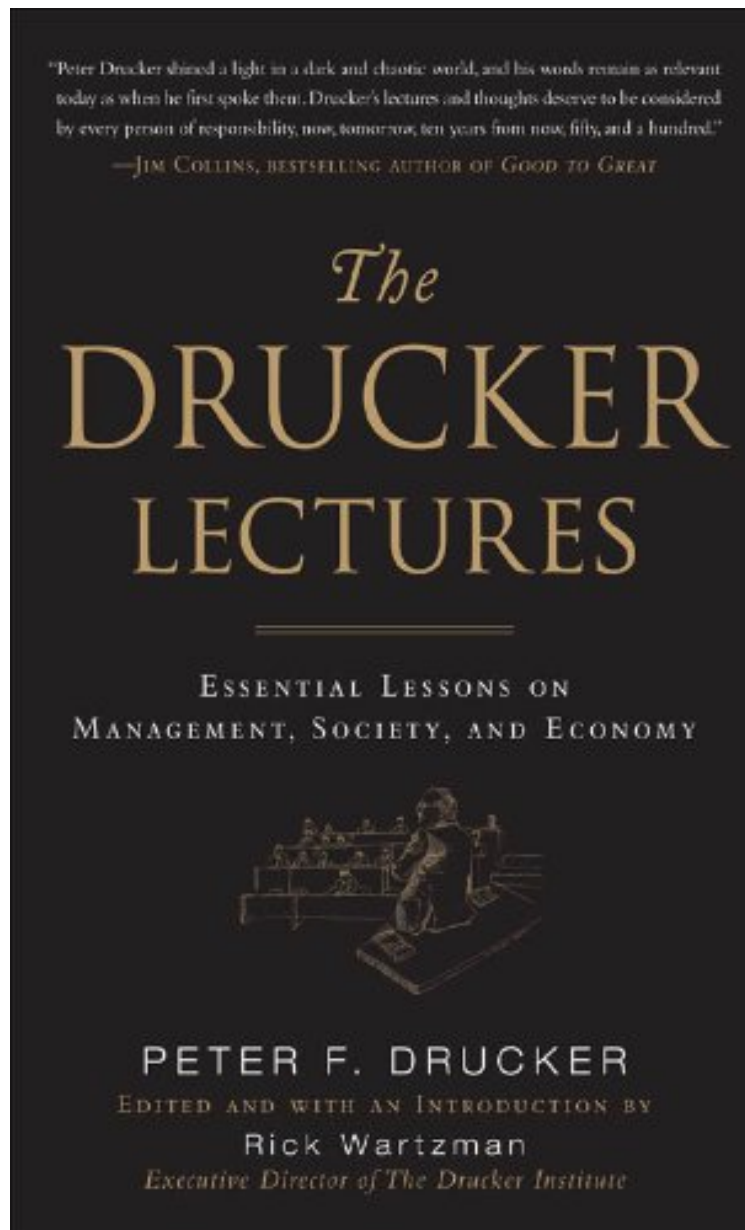


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By Suhit Anantula I learnt a lot from Drucker and read many of his books and continue to read them. However, this book has new thoughts, ideas and statements that are yet not public. For example, in a 2001 lecture he made a bold statement that Deming (the quality guru) is obsolete now. And he is true. Check out this story on Sony from Forbes which explains why Drucker is right: Why did Sony's management go along with this? As mentioned, Akio Morita was an innovator and new market creator. But, Mr. Morita lived through WWII, and developed his business approach before Deming. Under Mr. Morita, Sony used the industrial knowledge Deming and his American peers offered to make Sony's products highly competitive against older technologies. The products led, with industrial-era tactics used to lower cost. But after Mr. Morita Sony's other leaders were trained, like American-minted MBAs, to implement Industrial strategies. Their minds put products, and new markets, second. First was a commitment to volume and production - regardless of the products or the technology. The fundamental belief was that if Sony had enough volume, and cut costs low enough, Sony would eventually succeed. Without any innovation. By 2005 Sony reached the pinnacle of this strategic approach by installing a non-Japanese to run the company. Sir Howard Stringer made his fame running Sony's American business, where he exemplified Industrial strategy by cutting 9,000 of 30,000 U.S. jobs (almost a full third.) To Mr. Stringer, strategy was not about innovation, technology, products or new markets
For more gems like these get the book.

Praise for The Drucker Lectures "Peter Drucker shined a light in a dark and chaotic world, and his words remain as relevant today as when he first spoke them. Drucker's lectures and thoughts deserve to be considered by every person of responsibility, now, tomorrow, ten years from now, fifty, and a hundred." -Jim Collins, author of Good to Great and How the Mighty Fall "Rick Wartzman has brought Peter Drucker alive again, and vividly so, in his own words. These samples of his talks and lectures, because they were spoken not written, will be new to almost all of us. A great and unexpected treat." -Charles Handy, author of Myself and Other More Important Matters "Peter Drucker's ideas continue to resonate powerfully today. His lectures on effectiveness, innovation, the social sector, education and so much more provide fresh insights that extend beyond his other writings and provide lessons for us all. This book is a gem." -Wendy Kopp, CEO and founder of Teach for America "Rick Wartzman has performed a great service in pulling together The Drucker Lectures. The collection is as far-ranging as Drucker's thinking and writing. If you have sampled Drucker before, you will find things you haven't seen. Peter's ideas live on. You will be energized by reading them anew." -Paul O'Neill, former U.S. Secretary of the Treasury "Peter Drucker inspires awe. From the 1940s until his death a few years ago, he displayed a combination of insight, prescience, and productivity that few will ever match. This superbly edited collection captures both the range of Drucker's thinking and the sweep of history that informed it. The Drucker Lectures is a riveting read that reveals the depth and subtlety of one of America's most remarkable minds." -Daniel H. Pink, author of A Whole New Mind and Drive "Rick Wartzman really has brought Peter to life in The Drucker Lectures. Reading this book, I practically felt as though I were seated in the audience, listening to my friend and hero, Peter Drucker-truly one of the great geniuses of management. These lectures are as vital today as they were when Peter delivered them. They cover significant territory, from the importance of faith and the individual to the rise of the global economy. It's a classic collection that belongs on every manager's bookshelf." -Ken Blanchard, coauthor of The One Minute Manager and Leading at a Higher Level Previously unpublished talks from the Father of Modern Management Throughout his professional life, Peter F. Drucker inspired millions of business leaders not only through his famous writings but also through his lectures and keynotes. These speeches contained some of his most valuable insights, but had never been published in book form until now. The Drucker Lectures features more than 30 talks from one of management's most important figures. Drawn from the Drucker Archives at the Drucker Institute at Claremont Graduate University, the lectures showcase Drucker's wisdom, wit, profundity, and prescience on such topics as: Politics and economics of the environment Knowledge workers and the Knowledge Society Computer and information literacy Managing nonprofit organizations Globalization During his life, Drucker well understood that over the last 150 years the world had become a society of large institutions—and that they would only become larger and more powerful. He contended that unless these institutions were effectively managed and ethically led, the good health of society as a whole would be in peril. His prediction is unfolding before our eyes. The Drucker Lectures is a timely, instructive book proving that responsible behavior and good business can, in fact, exist hand in hand.

About the Author Rick Wartzman is the executive director of the Drucker Institute at Claremont Graduate University and a columnist for Bloomberg Businessweek online. He is the author of Obscene in the Extreme: The Burning and Banning of John Steinbeck's The Grapes of Wrath and the coauthor of the bestseller The King of California: J.G. Boswell and the Making of a Secret American Empire. He lives in Los Angeles, California.