

THE ESSENTIAL DRUCKER

The Best of Sixty Years
Writings on Management

PETER DRUCKER

PETER DRUCKER is the world's most widely read and influential business writer. He published his first book in 1937 and continues to publish today, with his work being translated into more than twenty languages. Dr. Drucker earned a doctorate in public and international law and has worked as a newspaper reporter, an economist, a teacher, an editorial columnist for the *Wall Street Journal*, a professor of management at the Graduate Business School of New York University and as professor of social science at Claremont Graduate School in California. Peter Drucker has published more than 17 management books, an autobiography, two novels, several volumes of essays and is a frequent contributor to magazines and journals.

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MAIN IDEA

While it is impossible to say with any degree of certainty what the future will be like, it is already possible to discern its most important features and key challenges:

- Markets will be global with information free to flow anywhere without hindrance or restriction.
- The center of power will rest squarely with consumers because they have access to so much information.
- The importance of manufacturing to the overall economy will continue to fall.
- The social complexion of the new economy will be different as knowledge workers become the most dominant group.
- The key management challenges of the future will be tackled by individuals, not by governments.

In all, the best way to face the future is to have an understanding of the tools which are available and the skills to manage them well.

Drucker on Management

- 1 Getting people decisions right is a management task.
- 2 All businesses should have an entrepreneurial mind-set.
- 3 Businesses have one purpose: to create customers.
- 4 The four key entrepreneurial strategies.
- 5 Good management serves a social function and is art.
- 6 The three key dimensions of management.
- 7 What the nonprofits teach about management.
- 8 The social responsibilities of a business.
- 9 Challenging the basic assumptions about business.
- 10 The kind of information managers really need.
- 11 The true role of management by objectives.
- 12 The key challenges for new business ventures.

Drucker on the Individual

- 1 The true nature of business communication.
- 2 The true nature of leadership in business.
- 3 Business effectiveness can and must be learned.
- 4 Effective people focus intensively on their contribution.
- 5 Know and understand both your strengths and values.
- 6 The key principles of effective time management.
- 7 A system for making effective decisions.
- 8 The key principles of innovation.
- 9 The challenge of the second half of life.
- 10 The educated person.

Drucker on Society

- 1 The emergence of the knowledge society.
- 2 The coming of the entrepreneurial society.
- 3 The new concept of citizenship.
- 4 The new world view.

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