



The Frontiers of Management: Where Tomorrow's Decisions Are Being Shaped Today

By Peter F. Drucker

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Featuring a new introduction, this classic by management's top guru forecasts the business trends of the next millennium. Peter Drucker's career as a business author spans 60 years, and centers around his three seminal management works: *The Frontiers of Management*, *Managing for the Future*, and *Managing in a Time of Great Change*. *The Frontiers of Management* is a clear, direct, lively, and comprehensible examination of global trends and management practices. There are chapters dealing with the world economy, hostile takeovers, and the unexpected problems of success. Jobs, younger people, and career gridlock are also covered. Most of all, the man *The Wall Street Journal* calls "the first of the analytical futurists and the first of the management philosophers" stresses the importance of forethought and of realizing that "change is opportunity" in every branch of executive decision-making.

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- Sales Rank: #5361823 in Books
- Published on: 1999-02-01
- Released on: 1999-01-01
- Original language: English
- Number of items: 1
- Dimensions: 7.98" h x .86" w x 5.40" l,
- Binding: Paperback
- 384 pages

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Editorial Review

From Publishers Weekly

One of our most esteemed writers on economics and management here gathers 35 essays aimed at instructing America's industrial managers in the problems and certainly the opportunities of our postindustrial society. Drucker may be difficult reading for the novice in this field, but his pieces, arranged in categories such as economics, people, management and the organization, make clear his thesis that today's economic-industrial frontiers are being manned by more-or-less faceless entrepreneurs who are emerging as managers of the big corporations that have gone through such crises as the 1973 oil crunch devised by OPEC and the ensuing inflationary storm, the virtual takeover of the car market by the Japanese, etc. American managers, he shows, have courted disaster by going for "short term" profits, whereas innovation is the ticket for the future and for workers whose jobs are gone, the need for flexibility is urgent. Drucker shows keen insights into his themes, which range from high-tech innovations, automation, German/Japanese productivity, to the "liberal art" of management, the prophetic "visions" of IBM's Tom Watson, hostile takeovers and much more. Fortune Book Club and Executive Program main selections; BOMC alternate.

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From Library Journal

This is a collection of 35 previously published articles and essays, 25 of which have appeared on the editorial page of the Wall Street Journal. The common theme that Drucker uses to bring them together is that the kind of tomorrow we will have depends "on the knowledge, insight, foresight, and competence of the decision makers of today." He divides his articles into four parts: Economics, People, Management, and The Organization. Each part presents Drucker's views on the direction we are or should be going to meet the challenges of the future. As with all of Drucker's books, there is likely to be high demand for this new title. Michael D. Kathman, St. John's Univ. Lib., Collegeville, Minn.

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Review

'This collection is full of lessons and teaches them superbly. This is vintage Drucker.'

Management Today

Users Review

From reader reviews:

Cesar Smith:

In this 21st one hundred year, people become competitive in every single way. By being competitive right now, people have to do something to make these people survive, being in the middle of typically the crowded place and notice through surrounding. One thing that often many people have underestimated it for a while is reading. Yeah, by reading a publication your ability to survive boost then having chance to stay than other is high. For yourself who want to start reading a new book, we give you this The Frontiers of Management: Where Tomorrow's Decisions Are Being Shaped Today book as beginning and daily reading book. Why, because this book is more than just a book.

Diane Smith:

Now a day people who Living in the era just where everything reachable by connect to the internet and the resources inside can be true or not need people to be aware of each information they get. How many people to be smart in receiving any information nowadays? Of course the reply is reading a book. Reading a book can help people out of this uncertainty Information especially this The Frontiers of Management: Where Tomorrow's Decisions Are Being Shaped Today book because this book offers you rich information and knowledge. Of course the info in this book hundred percent guarantees there is no doubt in it everybody knows.

Keven Peterson:

A lot of people always spent their particular free time to vacation as well as go to the outside with them household or their friend. Did you know? Many a lot of people spent they will free time just watching TV, or even playing video games all day long. If you wish to try to find a new activity that's look different you can read the book. It is really fun in your case. If you enjoy the book that you just read you can spent the whole day to reading a e-book. The book The Frontiers of Management: Where Tomorrow's Decisions Are Being Shaped Today it is very good to read. There are a lot of folks that recommended this book. We were holding enjoying reading this book. If you did not have enough space to deliver this book you can buy often the e-book. You can m0ore easily to read this book through your smart phone. The price is not very costly but this book offers high quality.

Michele Brown:

Playing with family within a park, coming to see the sea world or hanging out with close friends is thing that usually you could have done when you have spare time, and then why you don't try point that really opposite from that. One particular activity that make you not feeling tired but still relaxing, trilling like on roller coaster you are ride on and with addition of knowledge. Even you love The Frontiers of Management: Where Tomorrow's Decisions Are Being Shaped Today, you can enjoy both. It is great combination right, you still want to miss it? What kind of hang type is it? Oh can occur its mind hangout folks. What? Still don't obtain it, oh come on its known as reading friends.

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