



## The Frontiers of Management

*By Peter Drucker*



### The Frontiers of Management By Peter Drucker

The Frontiers of Management offers stimulating and profitable reading for both existing Drucker disciples and those new to his writing.

This collection of thirty-five finely balanced articles and essays, plus an interview and afterword, was planned by the author from the beginning to be published eventually in one volume and as variations on one unifying theme - the challenges of tomorrow that face the executive today.

What kind of tomorrow it will be depends heavily on the knowledge, insight, foresight and competence of the decision makers of today. The future is in the hands of executives who are already fully occupied with the daily crisis, and for whom the daily crisis is the one absolutely predictable event in their working day. It is to these people that this Drucker volume is addressed, to enable them to see and to understand the long-range implications and impacts of their immediate, everyday, urgent actions and decisions.

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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:**

**Todd Quesinberry:**

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