



The Definitive Drucker: Challenges For Tomorrow's Executives -- Final Advice From the Father of Modern Management

Elizabeth Edersheim

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“We need a new theory of management. The assumptions built into business today are not accurate.”-Peter Drucker

For sixteen months before his death, Elizabeth Haas Edersheim was given unprecedented access to Peter Drucker, widely regarded as the father of modern management. At Drucker's request, Edersheim, a respected management thinker in her own right, spoke with him about the development of modern business throughout his life-and how it continues to grow and change at an ever-increasing rate.

The Definitive Drucker captures his visionary management concepts, applies them to the key business risks and opportunities of the coming decades, and imparts Drucker's views on current business practices, economic changes, and trends-many of which he first predicted decades ago. It also sheds light onto issues such as why so many leaders fail, the fragility of our economic systems, and the new role of the CEO. Drucker's insights are divided into five main themes that the modern organization needs to, as Drucker would say, “create tomorrow” by

- Connecting with customers
- Innovating without abandoning what works
- Developing lasting partnerships
- Creating and retaining knowledge workers
- Establishing disciplined decision making

Drucker's penetrating questions, posed to those seeking his advice, helped business, corporate, and political leaders throughout the 20th century to see their work in a new perspective, and create phenomenal innovation. Edersheim's extensive interviews with some of these luminaries, including Warren Bennis, Ram Charan, Bill Gates, George Gallup, Jr. and A.G. Lafley offer compelling commentary on Drucker's vast influence.

Delivering keen analysis and revealing insights into business, *The Definitive Drucker* is a celebration of this extraordinary man and his life's work, as well as a unique opportunity to learn from Drucker's final business lessons how to strategize, compete, and triumph in any market.

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