



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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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

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David Manning:

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