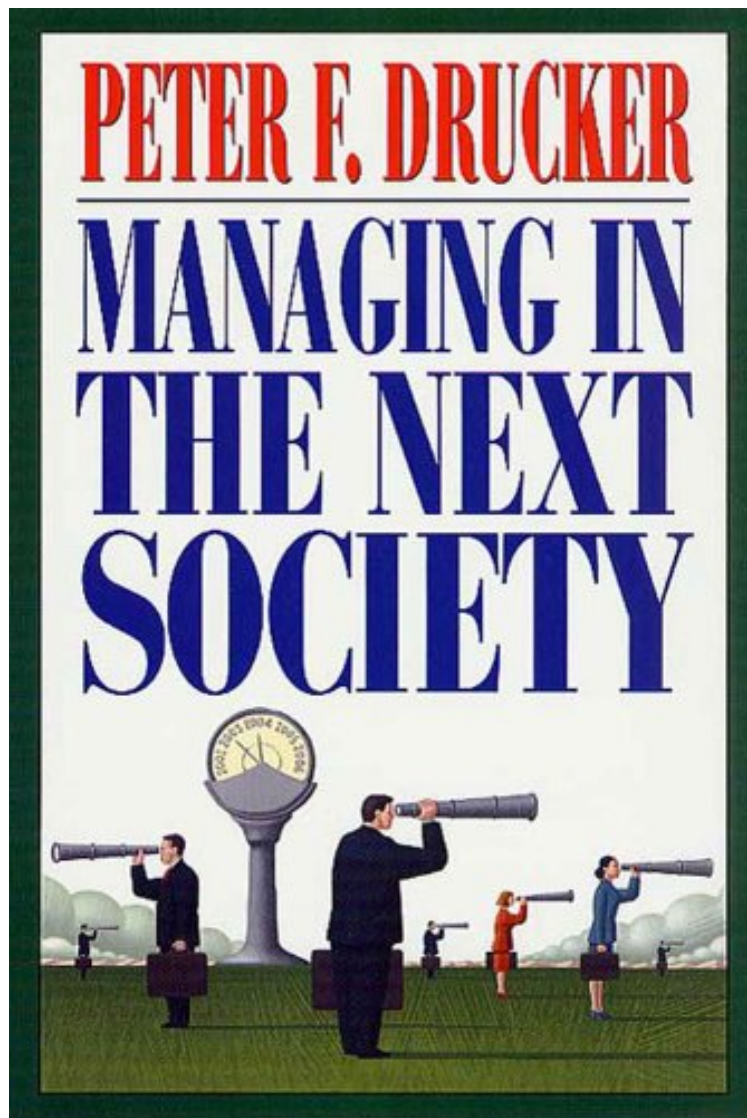


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Managing in the Next Society: Lessons from the Renown Thinker and Writer on Corporate Management

Peter F. Drucker

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Peter F. Drucker : Managing in the Next Society: Lessons from the Renown Thinker and Writer on Corporate Management before purchasing it in order to gage whether or not it would be worth my time, and all praised Managing in the Next Society: Lessons from the Renown Thinker and Writer on Corporate Management:

1 of 1 people found the following review helpful. WowBy Jaewoo KimThis is my first book by Peter Drucker and I regret not reading him earlier! This man thinks differently and offers tremendously enlightening perspective about the

past, the present, and the future of business. He is now 90 years old and has been a notable intellectual figure for almost 70 yrs. His advice and outlook, therefore, is unique and invaluable because it is based on at least 70 years of top notch analysis. It is also somewhat amusing when he reminisces about his old days (like the 1930s) when the widespread usage of the telephone in the office was considered a productivity breakthrough. I am now convinced that if you really want to understand business, then you must read Peter Drucker. This man is THE guru among the business thinkers for a reason. 0 of 0 people found the following review helpful. Drucker is a Genius! By ekazanova Another must have book for folks that are managing or will be managing public organizations now and over the next decade! 1 of 1 people found the following review helpful. The book is about our future, as it is clearly seen by a brilliant visionary. By ICarryOn In this book, Peter F. Drucker provided his assessment of social, economic, and organizational developments of the near future. It might be tempting to discount this important work as just another set of predictions. Yet, coming from Drucker, the insights contained in this book are realities rather than possibilities. The book is about our future, as it is clearly seen by a brilliant visionary—the future, which is described to us with the patience and repetition of a great teacher, so we can internalize and begin to act on its implications even before the rest of us are able to distinguish its features.

Following in the successful vein of *Managing for the Future* (1992) and *Managing in a Time of Great Change* (1995), the incomparable Peter Drucker is back with fresh thoughts, insights, and knowledge about the ever-changing business society around us and the ever-expanding management roles required of us all—chiefs, executives, managers, and knowledge workers alike. Two main themes are explored in many of the chapters in *Managing in the Next Society*: the rapidly expanding information shock wave that had its Internet Big Bang as recently as 1995; and the changing shape of our society to come—six major trends that are rapidly transforming our world into what Peter Drucker calls *The Next Society*.

From Booklist Touted as the longtime business analyst's last book, this is a compilation of essays culled from previously published material. In these pieces, which are not arranged in chronological order, Drucker covers trends, emerging industries, and management and sociological changes that can adversely affect or expand the bottom line for businesses. Drucker tracks the U.S.' movement away from a manufacturing-based to a service-oriented economy specializing in industries such as technology, health care, and management. Drucker provides insight into the emerging industry of biotechnology and the new profession of knowledge management. What is the growth trend for biotechnology? Stocks for biotechnology are not expected to zoom to overinflated proportions, as dot-com stocks did, and Drucker tells us why. He also takes us back to past events that have shaped our current society, such as the Industrial Revolution and the evolution of the businessman from the gentleman to the technologist. For 60 years, Drucker has written expertly about what he knows best, and his wisdom shines through here. His loyal audience will line up for this one. Eileen Hardy Copyright copy; American Library Association. All rights reserved "Our debt to Peter Drucker know no limits." -Tom Peters