



The Practical Drucker: Applying the Wisdom of the World's Greatest Management Thinker

William A. Cohen

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Few thinkers have had a greater impact on business than Peter Drucker, the inventor of modern management, whose legacy continues to influence leaders around the globe. His keen observations about organizations took the form of deceptively simple truths and astute predictions. Concepts such as decentralization, outsourcing, the rise of the knowledge worker, the role of employees as assets, and a focus on the customer—it was Drucker who first expressed them, sometimes decades before they became accepted wisdom. Although renowned as a thinker and idea generator, the “what” in his teachings was far more prevalent than the “how.” Now, *The Practical Drucker* mines his vast body of work to pinpoint 40 applicable truths for solving real-world problems. Readers will find surprising insights and clear guidance on how to:

Engage employees and achieve outstanding performance

- Remedy destructive office politics
- Approach innovation
- Ensure follow-through on good ideas by establishing controls
- Handle a crisis
- Become better decision makers by questioning assumptions
- Determine which leadership style to use in which situation
- Do more with less
- Steer clear of the biggest traps that leaders fall into
- Avoid the five deadly marketing sins

And much more In succinct, satisfying chapters, the book distills the practical wisdom from Drucker’s myriad books, essays, articles and his decades of teaching and consulting into a set of fresh, vital lessons that will resonate today and for years to come.

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