

<<德鲁克的一堂课CLASS WITH >>

图书基本信息

书名：<<德鲁克的一堂课CLASS WITH DRUCKER>>

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内容概要

Long considered the world ' s greatest thinker and writer on management, Peter Drucker ' s teachings continue to inspire leaders everywhere. From 1975 to 1979, author William Cohen studied under the Great Man and became the first graduate of his doctoral program. What Drucker taught him literally changed his life. In a matter of a few years, he was recommissioned in the Air Force and rose to the rank of major general. Eventually, he became a full professor, management consultant, multibook author, and university president – as well as maintaining a nearly lifelong friendship with the master. In A Class with Drucker, Cohen shares many of Drucker ' s teachings that never made it into his countless books and articles, ideas that were offered to his students in classroom or informal settings. Cohen expands on Drucker ' s lessons with personal anecdotes about his teacher ' s personality, lack of pretension, and interactions with students and others. He also shows how Drucker ' s ideas can be applied to the real-world challenges managers face today. Now every reader can benefit from Drucker ' s thoughts on such topics as:

- * what everybody knows is frequently wrong
- * why everyone should approach problems with their ignorance
- * top executives should stay no longer than six years
- * some so-called menial tasks can only be done by the boss
- * what everyone needs to be an effective manager
- * why self-confidence is a necessity

Enlightening and intriguing, A Class with Drucker will enable anyone to gain from the timeless wisdom of the inspiring man himself.

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