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

By Peter F. Drucker



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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.



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Editorial Review

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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*

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Review

"Our debt to Peter Drucker know no limits." ?Tom Peters

About the Author

From his first book, *The End of Economic Man* (1939), to this his most recent, **Peter F. Drucker** has been hailed in the United States and abroad as the seminal thinker, writer, and lecturer of our time on the twentieth-century business organization in all its for-profit and non-profit guises and forms. The recipient of many awards and honorary degrees, Mr. Drucker since 1971 has been Clarke Professor of Social Sciences at Claremont Graduate School in California as well as a frequent editorial page contributor to *The Wall Street Journal*. Earlier he taught at Bennington, Sarah Lawrence, and New York University. Mr. Drucker and his wife, Doris, live in Claremont, California.

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