



Inside Drucker's Brain

Jeffrey A. Krames

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The most accessible guide to the essential ideas of “the inventor of modern management”.

In late 2003, ninety-four-year-old Peter Drucker invited Jeffrey Krames to his home for an unprecedented day-long interview. He spoke candidly about his seminal management principles, his enormous body of work (thirty-eight books over six decades), and the leaders he had advised over the years (including Jack Welch).

Krames used the insights he gained that day to create *Inside Drucker's Brain*--a compact guide to the great man's wisdom. Krames had no intention of writing a biography, but rather a book that would showcase Drucker's most important ideas and strategies, and explain why they are just as useful today as they were decades ago.

Drucker's biggest contribution was a mind-set, not a methodology. He focused on prodding managers to ask the right questions, to look beyond what they thought they knew, and to focus on tomorrow rather than yesterday. If anything, this mind-set is more valuable in the digital age than it was in the industrial age.

This user-friendly book will help readers grasp all of Drucker's key ideas on leadership, strategy, innovation, personal effectiveness, career development, and many other topics.

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