

THE DEFINITIVE DRUCKER

CHALLENGES FOR TOMORROW'S EXECUTIVES — FINAL ADVICE FROM THE FATHER OF MODERN MANAGEMENT

ABOUT THE BOOK

In 2004, Dr. Elizabeth Haas Edersheim was approached directly by Peter Drucker to write about his work—a biography of his ideas, rather than of his life. For 16 months, Edersheim had unprecedented access to Drucker, talking with him about business practices, economic changes, and contemporary trends—many of which he had predicted decades ago. The result of this collaboration is *The Definitive Drucker*, which Edersheim completed shortly after Drucker passed away in November 2005.

The Definitive Drucker captures the ideas that shaped the discipline and practice of management for the past 75 years and gave rise to Drucker's iconic status. Edersheim explores Drucker's thinking in areas including connecting with customers, how to attract and grow knowledge workers, developing lasting collaborations, and the new role of the CEO. She states, "Drucker's ideas, coupled with his critical questions, help managers take a fair amount of uncertainty out of the future by liberating them to elevate their expectations and act with imagination, and courage to deliver results. In a 21st-century business environment where constraints of time and distance are gone and change comes as fast as the blink of an eye, Drucker's 'take' is absolutely essential to managers."

Elizabeth Edersheim discusses Drucker's visionary concepts within the context of the modern business world, tracing through interviews with business leaders including Jack Welch, Jim Collins, Michael Hammer, and A.G. Lafley, the vast influence Drucker had on businesses past, present, and future. Drucker was a mentor to many of these executives, and they sought his input on their business strategy. Drucker's thinking on a wealth of business topics, including connecting with customers, the importance of innovation, developing lasting collaboration, attracting and growing knowledge workers, and the role of the CEO are discussed.

The Definitive Drucker is a celebration of an extraordinary man and his work and offers readers a unique opportunity to learn Drucker's final lessons on how to strategize, compete, and triumph for the long term.

PUBLISHED INTERNATIONALLY

ISBN: 978-0-07-147233-3

BRAZIL
Editora Campus Ltda.

CZECH REPUBLIC
Management Press

GERMANY
Redline GmbH

INDIA
PT Bhuana Ilmu Populer

ISRAEL
Matar Publishing House

JAPAN
Diamond, Inc.

KOREA
Myung Jin Publications

MEXICO
McGraw-Hill
Interamericana Editores

NORWAY
Hegnar Media

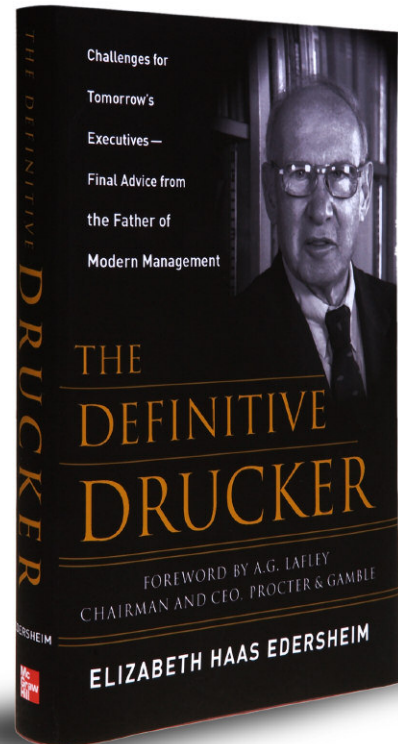
RUSSIA
Piter Print, Ltd.

SINGAPORE
McGraw-Hill Education
(Asia)

TAIWAN
McGraw-Hill International
Enterprises, Inc.

THAILAND
McGraw-Hill International
Enterprises, Inc.

UNITED STATES
McGraw-Hill



ABOUT THE AUTHOR

Elizabeth Haas Edersheim is a strategic consultant who works both with Fortune 500 companies and private equity investors. Prior to founding her own firm, New York Consulting Partners, Edersheim was one of the first female partners at McKinsey & Company. Her previous book, *McKinsey's Marvin Bower*, illustrates the business life and ideals of the founder of McKinsey, her mentor, Bower, who was a close personal friend of Dr. Drucker. Dr. Haas Edersheim has provided expert testimony in the U.S. Congress on Industrial Networking and Industrial Manufacturing. She holds a Ph.D. in Operations Research and Industrial Engineering from the Massachusetts Institute of Technology.

To arrange an interview with Elizabeth Edersheim, please contact Lydia Rinaldi, 212-904-5393 or lydia_rinaldi@mcgraw-hill.com
For more information on *The Definitive Drucker*, visit www.definitivedrucker.com

THE GLOBE AND MAIL

DISTILLS THE ESSENCE OF DRUCKER'S BOOKS AND THOUGHTS

(Drucker) generally offered advice by asking provocative questions. Edersheim does an excellent job of adding examples from her own consulting experience and interviews, leading to a thoughtful, practical book for any executive or entrepreneur to consider.

THE WALL STREET JOURNAL

THOUGHTS OF MANAGEMENT'S BIG THINKER

Ms. Edersheim conducted numerous interviews with Drucker in the 16 months before his death...they spent countless hours talking over everything from the rise of Google to the future of CEOs...illuminating, not least because Ms. Edersheim allows a bright light to shine out, even now, from the mind of Peter Drucker himself.

Directors
& Boards

BEST BET FOR BOARD READING

Edersheim used Drucker's life and ideas to help companies navigate the treacherous waters of the 21st century. She distills his ideas into a practical book about how to help organizations thrive as their traditional ways of doing business are overturned.

CONSULTING MAGAZINE
THE POWER OF KNOWLEDGE IN ACTION

DRUCKER BY THE BOOK

...this book is different, Edersheim insists. She focuses on viewing Drucker's ideas in the context of business today, although many were first articulated decades ago. "Peter wrote about the human being and the company and the society as one. He was about connecting people and companies together, and that's what the world is about today," she says...

BARNES & NOBLE .com

FROM THE BARNES & NOBLE EDITORS

...rightly titled *The Definitive Drucker*, elucidates the master's most influential concepts, explaining how they shape organizational strategies and business trends today. Edersheim draws heavily on interviews with Drucker himself, supplemented by her own commentary and insights from industry moguls about these timeless principles. A surefire business classic from Day One.

KM
REVIEW

UNIQUE OPPORTUNITY

Delivering keen analysis and revealing insights into business, *The Definitive Drucker* is a celebration of this extraordinary man and his life's work, as well as a unique opportunity to learn from his final business lessons on how to strategize, compete, and triumph in any market.


Claremont
GRADUATE UNIVERSITY

VITAL FOR LEADERS OF TODAY AND TOMORROW

...*The Definitive Drucker* is not only an account of Drucker's management foresight and wisdom on impending business risks and opportunities, but offers insight on current business practices, economic changes and trends that he had accurately forecasted decades ago.

MANAGEMENT
scope
A MEETING OF MINDS

THE UR-GURU OF MANAGEMENT GURUS

It is rare indeed to hear someone speak to us from the world to come. However Peter Drucker has succeeded with the help of the renowned consultant Elizabeth Haas Edersheim with whom he developed new ideas shortly before his death. The result, *The Definitive Drucker*. The book is required reading for anyone seeking news about the future of the business life... Read it!

FROM THE READERS...

I can't put the book down. I'm using it to prepare for a strategy meeting this Thursday for a \$1.5 billion company, full of Drucker fans. And I love the website.

—Brendan Calder

Adjunct Professor of Strategic Management

Rotman School of Management, University of Toronto

A lively and readable narrative that illuminates Peter's enduring clarity, optimism, and humanity—and leaves us with the inescapable conclusion that the father of modern management is more relevant and needed today than ever before.

—Ira A. Jackson, *Dean, The Drucker School of Management, Claremont Graduate University*

Although corporate business has never interested me, I cannot put this book down. The writing is captivating. Edersheim's clear examples show precisely where businesses soared and faltered because specific questions were addressed or not addressed. This book has awakened me and I'm eager to read the next 100 pages. The world was waiting for this book to be written and I'm grateful it jumped off the shelf and found me.

—Judy Winkler,

Relationship Specialist—San Diego,

A must read for those who lead or aspire to lead organizations of any sort.

—William H. Donaldson, *27th Chairman, SEC,*

Co-founder, Donaldson, Lufkin & Jenrette, Inc.

Although I'm a voracious reader of business books, astonishingly I had never read anything by Peter Drucker. The timing was perfect, because I am transitioning into consulting but hadn't developed a methodology that I could use consistently—or a philosophical approach that would work with a broad range of organizations. Peter's question-based approach, not to mention his insights, has provided me with the perfect platform.

Edersheim has added enormous value to his thinking by including contemporary references and wonderful case studies.

—Newt Barrett,

President, Succeeding Today

I enjoyed the entire book and took a photocopy of the last chapter—listening, courage and vision of the whole. Thanks.

—Ben Moyer

CEO, Pro Mujer

I am sending copies of *The Definitive Drucker* to all Humana and Hospira (HSP) directors. Peter had a real influence on my life and on our accomplishments at Humana, which I founded, with Wendell Cherry in 1961.

Edersheim truly captured Peter, and is a terrific writer.

—David Jones

Co-founder and Chairman Emeritus, Humana

This is not a book to be read and discarded. It is a guide to be kept accessible and revisited regularly by anyone who leads or hopes to lead an organization. Edersheim captures the clarity of Drucker's insights and frames his approach in a manner that will be beneficial no matter how the business world changes.

—Jeff Pasek

Attorney, Cozen O'Connor

A must read for anyone who has read Drucker in the past and wants a refreshing new look at his ideas and for anyone looking for a modern day primer on Drucker's insights.

—Rita Foley

Retired President, Mead Westvaco Consumer Products

I know of no one who has said more meaningful things about management theory and practice than did Peter Drucker. Every one of my students should read *The Definitive Drucker*. It passionately brings Peter Drucker into today and tomorrow.

—Hal Lazarus

Professor, Hofstra University

(Formerly shared an office with Peter Drucker at NYU)

I am not formally educated in business but find myself in a senior management role. This said, I am always looking for ways to develop my leadership acumen and improve my organization's performance. I purchased your book yesterday after realizing (40 pages in at the book store) that it just clicked with me. Your interpretation of Drucker's vision was simple, clear, and practical for me. I had several "ah-ha" moments while reading — meaningful collaboration, understanding that my work is a "service" versus a product, and innovation. I have a journal full of notes and just completed my second reading.

Thanks for some great lessons and a great book.

—Clyde Douglas, *Vice President, Claims,*

The Hartford Financial Services Group