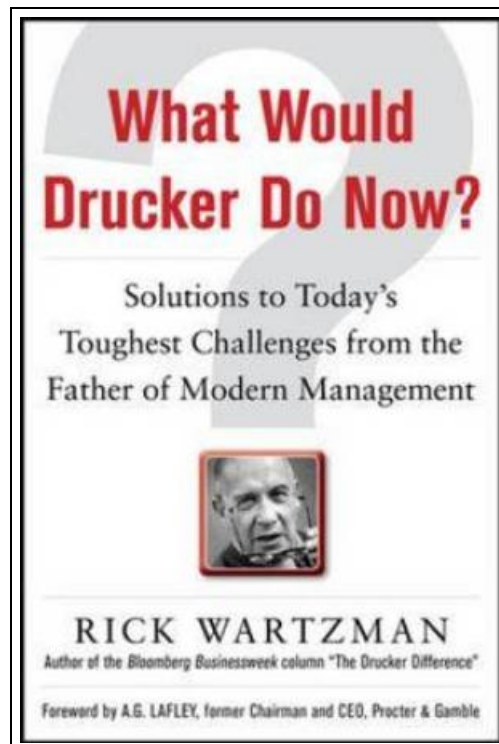


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Hardback. Book Condition: New. Not Signed; This book offers an in-depth look at today's most pressing business issues through the eyes of Peter Drucker - the father of modern management. Channeling Peter Drucker to tackle some of this century's most difficult topics, *What Would Drucker Do Now?* is a veritable treasure trove of fascinating reading. Drucker's insights were nothing short of remarkable, and Rick Wartzman pays high tribute to that fact while adding a few of his own. (Marshall Goldsmith, author of the New York Times bestsellers *Mojo* and *What Got You Here Won't Get You There*). Rick Wartzman has accomplished what I didn't think was possible: a tapestry of ideas drawn from Wartzman's observations and personal experiences, woven together with the wisdom of the most important management thinker of this or any other age. (Warren Bennis, Distinguished Professor of Management, the University of Southern California, and author of the recently published *Still Surprised: A Memoir of a Life in Leadership*). Peter Drucker's thinking has had an enduring impact on consumer-driven companies like Macy's. [*What Would Drucker Do Now?*] serves as a compendium of the very best ideas that can help all of our companies win in a highly competitive marketplace for products, services, and customer experiences. (Terry Lundgren, Chairman, President, and CEO, Macy's Inc). This collection of essays will broaden you as a manager, a leader, and as a human being. Rick Wartzman has done the world a great service by collecting the most incisive observations of a beautiful mind and linking them to problems that face leaders and organizations everywhere. (Brian Walker, President and CEO, Herman Miller, Inc). If Peter Drucker is the master, Rick Wartzman is the prized pupil. Drucker would be delighted to see his theories applied in such a...



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