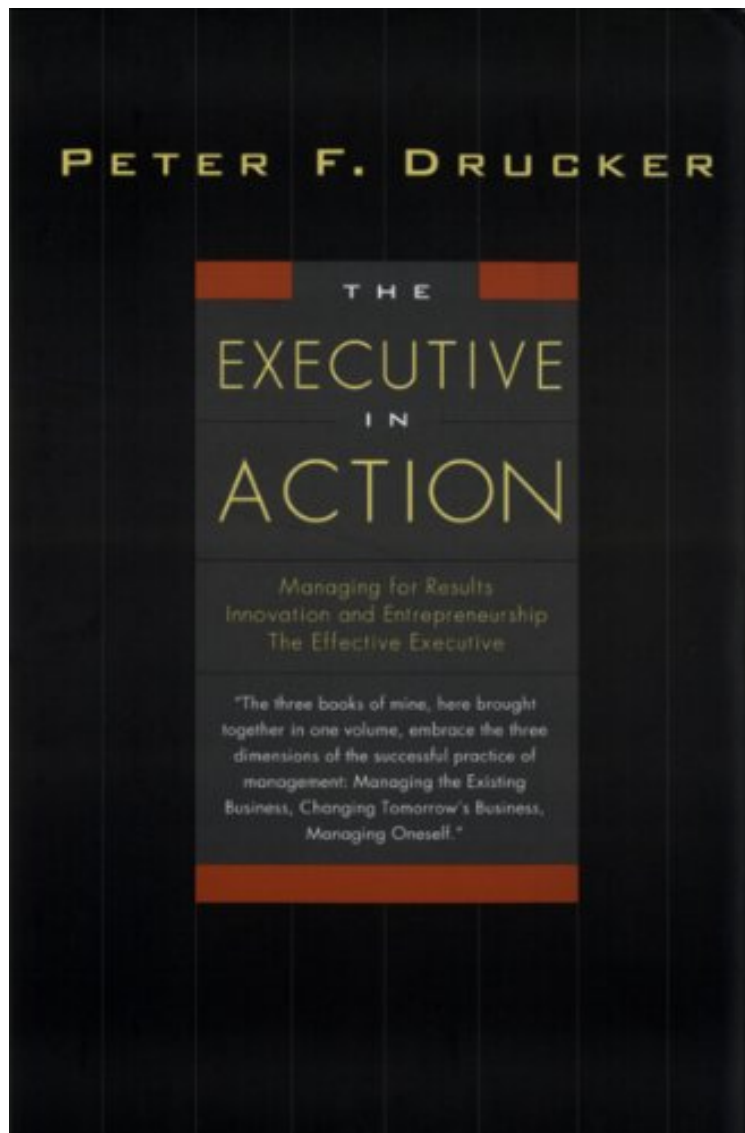


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## The Executive in Action: Three Drucker Management Books on What to Do and Why and How to Do It

*Peter F. Drucker*

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Three complete Drucker management books in one volume — Managing for Results, Innovation and Entrepreneurship, and The Effective Executive with a new preface by the author. In his preface, Peter F. Drucker says: "These three books should enable executives — whether high up in the organization or just beginning their career — to know the right things to do; — to know how to do them; and — to do them effectively. Together, these three books provide The Toolkit for Executive Action." Drucker identifies and explains the practices, decisions and priorities for achieving business performance and executive effectiveness. These books cover "the three dimensions of the successful practice of management." Managing for Results was the first book to explain business strategy. Drucker shows how the existing business has to focus on opportunities rather than problems to be effective, for it is the opportunities that will bring growth and performance. Innovation and Entrepreneurship analyzes the challenges and opportunities of America's new entrepreneurial economy. It is a superbly practical book that explains what established businesses, public service institutions and new ventures have to know, learn and do to prepare and create the successful businesses of tomorrow. In The Effective Executive, Drucker discusses the five practices and habits that must be learned for executive effectiveness. Ranging widely through business and government, he demonstrates the distinctive skill of the executive and offers fresh insights into old and seemingly obvious situations. Together, these three books have sold more than a million copies; they have been published throughout the world and continue to sell actively. These are essential works for the executive and manager by "the dean of this country's business and management philosophers." — Wall Street Journal

From Scientific American About The Author: Peter F. Drucker was born in 1909 in Vienna and was educated there and in England. He received his doctorate in public and international law while working as a newspaper reporter in Frankfurt, Germany, and then worked as an economist for an international bank in London. In 1937 he came to the United States. Drucker's management books and analyses of economics and society are widely read and respected throughout the world and have been translated into more than twenty languages. He has also written a lively autobiography, two novels, and several volumes of essays. He has been a frequent contributor to various magazines and journals over the years and is an editorial columnist of the Wall Street Journal. Drucker has had a distinguished career as a teacher, first as professor of politics and philosophy at Bennington College, then for more than twenty years as a professor of management at the Graduate Business School of New York University. Since 1971 he has been Clark Professor of Social Science at Claremont Graduate School in California. For more than forty years, Drucker has been adviser and consultant on basic policies and long-range trends to businesses, public and private institutions, and government agencies in the United States and abroad. He has received over a dozen honorary doctorates from universities in five countries. Drucker has four children and six grandchildren. A hiker and a student of Japan and Japanese art, he lives with his wife, Doris, in Claremont, California. "Peter Drucker's perceptions of the trends and forces at work shaping society today and tomorrow not only fascinate and instruct but may be ignored only at our peril." — Walter B. Wriston, former chairman, "Citicorp" "The most important management thinker of our time." — Warren Bennis "Any book by Drucker is rewarding and it is impossible to read the man without learning a lot... Drucker's ideas continue to display a force and resonance that leave him pretty much in a class by himself." — "Fortune" "His writings are landmarks of the managerial profession." — "Harvard Business Review" Drucker identifies and explains the practices, decisions, and priorities for achieving business performance and executive effectiveness. The books cover "the three dimensions of the successful practice of management". Managing for Results was the first book to explain business strategy. Drucker shows how the existing business has to focus on opportunities rather than problems to be effective, for it is the opportunities that will bring growth and performance. Innovation and Entrepreneurship analyzes the challenges and opportunities of America's new entrepreneurial economy. It is a superbly practical book that explains what established businesses, public service institutions, and new ventures have to know, learn, and do to prepare and create the successful business of tomorrow. In The Effective Executive, Drucker discusses the five

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