

Sample Tables of Content

Managing In A Time Of Great Change

- o Preface
- o Interview: The Post-Capitalist Executive
- o Management
 - s The theory of the business
 - s Planning for uncertainty
 - s The five deadly business sins
 - s Managing the family business
 - s Six rules for presidents
 - s Managing in the network society
- o The information-based organization
 - s The new society of organizations
 - s There's three kind of teams
 - s The information revolution in retail
 - s Be data literate; know what to know
 - s We need to measure, not count
 - s The information executives need today
- o The economy
 - s Trade lessons from the world economy
 - s The U.S. economy's power shift
 - s Where the new markets are
 - s The Pacific Rim and the world economy
 - s China's growth markets
 - s The end of Japan, Inc.?
 - s A weak dollar strengthens Japan
 - s The new superpower: The overseas Chinese
- o The society
 - s A century of social transformation
 - s Its profits us to strengthen nonprofits
 - s Knowledge work and gender roles
 - s Reinventing government
 - s Can the democracies win the peace?
- o Conclusion
 - s Interview: managing in a post-capitalist society

The Borderless World — Power and Strategy in the Interlinked Economy

- o Preface
- o An inside-out view of macroeconomics
- o The equidistant manager
- o Getting back to strategy—creating value for customers
- o Do more better
- o The China mentality
- o Getting rid of the headquarters mentality
- o Planting for a global harvest
- o The global logic of strategic alliances
- o "Lies, damned lies, and statistics"
- o The FX (foreign exchange) empire
- o Development in a borderless world

- o A steady hand
- o *Epilogue*
- o *Declaration of interdependence toward the world—2005*

Frontiers Of Management

- o The future is being shaped today
- o Interview
- o Economics
 - s The changed world economy
 - s America's entrepreneurial job machine
 - s Why OPEC had to fail
 - s The changing multinational
 - s Managing currency exposure
 - s Export markets and domestic policies
 - s Europe's high-tech ambitions
 - s What we can learn from the Germans
 - s On entering the Japanese market
 - s Trade with Japan: the way it works
 - s The perils of adversarial trade
 - s Modern prophets: Schumpeter or Keynes?
- o People
 - s Picking people: the basic rules
 - s Measuring white collar productivity
 - s Twilight of the first-line supervisor?
 - s Overpaid executives: the greed effect
 - s Overage executives: keeping firms young
 - s Paying the professional schools
 - s Jobs and people: the growing mismatch
 - s Quality education: the new growth area
- o Management
 - s Management: the problems of success
 - s Getting control of staff work
 - s Slimming management's midriff
 - s The information-based organization
 - s Are labor unions becoming irrelevant
 - s Union flexibility: why its now a must
 - s Management as a liberal art
- o The Organization
 - s The hostile takeover and its discontents
 - s Five rules of successful acquisitions
 - s Innovative organization
 - s The no-growth enterprise
 - s Why automation pays off
 - s IBM's Watson: vision for tomorrow
 - s The lessons of the Bell breakup

Sample Tables of Content

- s Social needs and business opportunities
- o Social innovation—management's new dimension

The Changing World Of The Executive

- o A society of organizations
- o Executive agenda
 - s Inflation-proofing the company
 - s A scorecard for managers
 - s Helping small business cope
 - s Is executive pay excessive?
 - s On mandatory executive retirement
 - s The real duties of a director
 - s The information explosion
 - s Learning from foreign management
- o Business performance
 - s Delusion of profits
 - s Aftermath of a go-go decade
 - s Managing capital productivity
 - s Six durable economic myths
 - s Measuring business performance
 - s Why consumer's aren't behaving
 - s Good growth and bad growth
 - s The re-industrialization of America
 - s The danger of excessive labor income
- o The non-profit sector
 - s Managing the non-profit institution
 - s Managing the knowledge worker
 - s Meaningful government reorganization
 - s The decline of unionization
 - s The future of health care
 - s The professor as featherbedder.
 - s The schools in 1990
- o People at work
 - s Unmaking the nineteenth century
 - s Retirement policy
 - s Report on the class of 68
 - s Meaningful unemployment figures
 - s Baby boom problems
 - s Planning for redundant workers
 - s Job as a property right
- o The changing globe
 - s The rise of production sharing
 - s Japan's economic policy turn
 - s The battle over co-determination
 - s A troubled Japanese juggernaut
 - s India & appropriate technology
 - s Toward a new form of money?
 - s How westernized are the Japanese?
 - s Needed: a full-investment budget
 - s A return to hard choices
- o The matter of business ethics

Sample Table of Contents with Key Points

The poverty of economic theory

- o What creates wealth?
- o Economics hasn't worked. Whatever we tried has failed
- o Political leaders have no economic theory they can trust.
- o The economics of tomorrow

The transnational economy

- o To maintain a leadership position in any one developed country, a business—whether large or small—increasingly has to attain and hold leadership positions in all developed markets worldwide
- o Transnational push of small and medium sized businesses
- o Worldwide boom in transnational direct investments

From world trade to world investment

- o World trade is slowing
- o World investment is booming
- o Trade is becoming dependent on investment
- o Not possible to maintain substantial market standing in an important area unless one has a physical presence as a producer. Otherwise, one will soon lose the “feel” of the market
- o Major force behind world investment is human resources
- o Have no theory for an international economy that is fueled by world investment rather than by world trade
- o Have no law for this new world economy
- o Need to develop international law for the position of world investment in case of war
- o Increasingly, world investment rather than world trade will be driving the international economy

The lessons of the U.S. export boom

- o The winning products and their makers have some features in common
- o The world market is a “foreign” market only in terms of trade statistics
- o Bigness is not an advantage
- o Need to be skillful in managing foreign exchange exposure and thus to avoid foreign-exchange losses
- o Exporting and manufacturing abroad complement each other
- o Knowledge rather than national boundaries defines today's developed markets. And at the same time the importance of the national economy and of the structure of the home market

Example of a table of contents review

Outline	HFA	Imp.	When	Who	Dates	Notes
Issues						
<ul style="list-style-type: none"> Column info 						
<ul style="list-style-type: none"> Notes 	Is this related to HFA?	Importance to ___ ? See Preface, Managing for the Future by Peter Drucker	Structurally speaking, when should we work on this? Needs to be customized	Who should have primary responsibility for this issue/topic? Connect to "Playing in the information base orchestra"	Specific action dates	
<ul style="list-style-type: none"> Column choices 	yes no	1-Major 2 3-Marginal 4-None	<ul style="list-style-type: none"> Immediate investigation Need to rework 1-Foundational 1a-Understanding 2-Abandonment 1b-Org understanding Implementation 	<ul style="list-style-type: none"> Thought person Action person People person Public person Missouri person Conductor Score writer First trumpet 		
<ul style="list-style-type: none"> Some management planning questions 						
<ul style="list-style-type: none"> Do commonly used industry terms govern an organization's future? 						
<ul style="list-style-type: none"> Managing For The Future 						Some essays have been omitted for brevity's sake.
<ul style="list-style-type: none"> Preface 						
<ul style="list-style-type: none"> Interview: Notes on the post-business society 						
<ul style="list-style-type: none"> Economics 						

Example of a table of contents review

Outline	HFA	Imp.	When	Who	Dates	Notes
• The poverty of economic theory						
• The transnational economy						
• From world trade to world investment						
• The lessons of the U.S. Export boom						
▶ • People						
▶ • Management						
▶ • The organization						
▶ • Afterword: 1990s and beyond						
▼ • Critical issues						
• Under-population of the developed countries						Japan, Europe, North America
• The productivity of knowledge and knowledge workers						
• Knowledge dynamics						Obsolescence; The knowledge that matters is subject to rapid and abrupt shifts