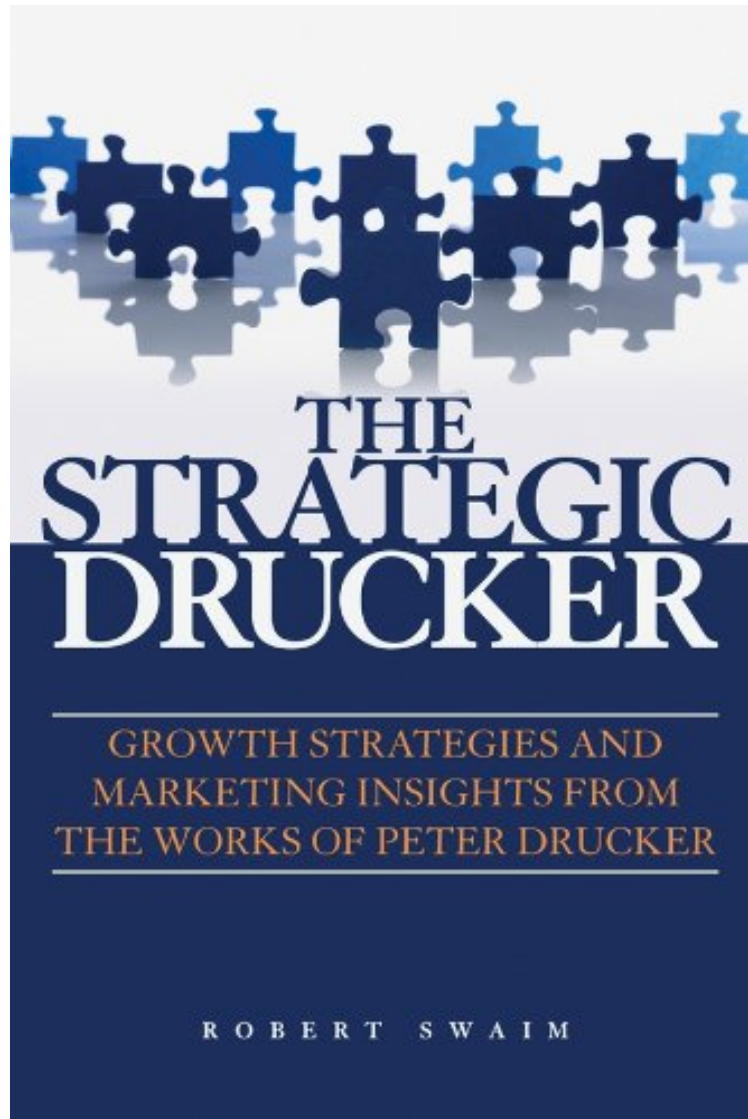


[Free] The Strategic Drucker: Growth Strategies and Marketing Insights from the Works of Peter Drucker

The Strategic Drucker: Growth Strategies and Marketing Insights from the Works of Peter Drucker

Robert W. Swaim

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Robert W. Swaim : The Strategic Drucker: Growth Strategies and Marketing Insights from the Works of Peter Drucker before purchasing it in order to gage whether or not it would be worth my time, and all praised The Strategic Drucker: Growth Strategies and Marketing Insights from the Works of Peter Drucker:

1 of 1 people found the following review helpful. Great Book!By John T. NesheimDr Swaim has written a comprehensive guidebook for how to apply Drucker's teachings in very strategic ways. His insights on China are particularly poignant. I would recommend this book to anyone remotely interested in business strategy, particularly

internal and external means for generating business growth.

The strategy and marketing wisdom of Peter Drucker, compiled into one handy guide Peter Drucker was widely considered the father of modern management. His 39 books and countless scholarly and popular articles predicted many of the major economic developments of the late twentieth century, and his influence upon modern business is almost immeasurable. In *The Strategic Drucker*, Drucker associate and student Robert Swaim has distilled Drucker's most important business strategies and philosophies into one valuable book. Swaim recounts and compiles Drucker's insight on growth, strategic planning, sales, marketing, innovation, and a wealth of other vital business topics. For anyone who wants to get to know the real Drucker, without digging through all of his books and articles, *The Strategic Drucker* is a valuable resource. Robert Swaim, PhD (Beijing, China), has taught at numerous universities around the world and collaborated with Peter Drucker in developing an MBA and executive development program for Chinese executives and managers.

Over the years I have read most of what Drucker has written and I found this a fresh and clear assembly of Drucker's original thought. The book brought back many memories and again created new insights for me as we help our clients face growth issues in challenging times.--J. Michael Marks, Managing Partner, Indian River Consulting Group Since Drucker's 100 years of business acumen encompass both the Great Depression of the 1930s and the rise of the global capital markets of today, his analysis is of particular value to anyone trying to understand and navigate their business through the current economic turmoil. This book is well organized, providing a reader or a student of management a sensible and easy to follow guide to Drucker's advice. Swaim writes in a clear fashion delivering Drucker's multiple messages and advice assembled over hundreds of books and articles into one easy-to-read volume. Dr. Swaim has managed to blend the theoretical needs with a practical approach for anyone seeking to use Drucker's approach to build a successful business. This blend of theory and practical is unique in Drucker literature and would have been applauded by Drucker.--Professor Douglas M. Astolfi, Saint Leo University This excellent book started as a 12-day training program designed by Dr. Swaim for high-potential employees at 3M China. In the program participants studied what are now chapters in the book, applied key points in action learning projects, and actually solved real problems that the company was facing. This book lays out the same practical content we found so useful in our training program at 3M. I'm sure that after reading it, you will feel the same.--John Nesheim, Human Resources Director, 3M Asia Pacific I highly recommend this book to CEOs and other business managers from senior executives to students. It provides both an in-depth review of Drucker's management concepts around the subject of strategy and an inspirational source of ideas to manage and execute strategy at this time of unprecedented change around the world.--Rudy A. Champa, Managing Director, Strategy Partners International

From the Inside Flap
The Strategic Drucker: Growth Strategies and Marketing Insights from the Works of Peter Drucker is a timely book to celebrate the centenary of Peter Drucker's birth (1909-2009) and his legacy. Written by a former student, colleague and friend of Drucker's, this book offers a different perspective on some of Drucker's works and summarizes Drucker's views on strategy and business growth. It is aimed at those who are familiar with his work, as well as those who desire to learn more about Drucker's views on strategy, business growth and other related topics. While Drucker never wrote a book that was entirely devoted to strategy, many of his 39 books and thousands of articles are possibly the critical ingredients for such a book. The author, Robert Swaim, has consolidated many of Drucker's observations and writings on strategy and strategic thinking and other topics related to business growth, such as sales, marketing, innovation, mergers, acquisitions and strategic alliances, change and strategic planning, including views Drucker shared with the author that were not recorded elsewhere, into one source. *The Strategic Drucker* presents a unique review of Drucker's contributions to strategic thinking and strategy. The reader will also find some useful and practical guidelines and application tools on how a number of Drucker's concepts on strategy can be applied in one's own organization.

From the Back Cover