

The Effective Executive

Peter F Drucker

author of *The Practice of Management*

ALSO BY PETER F. DRUCKER

The Landmarks of Tomorrow

During the last twenty-five years we have moved out of the 'Modern Age' into a new, as yet nameless, era! This period of transition and overlap still lacks formal expression although it controls our actions. This record of vision to every thinking person is never abstract or obscure but treats large themes with the author's customary brilliance.

The Practice of Management

There is a need to know what management is, what it does, and what can rightfully be expected from it. We have available today the knowledge and experience needed. This book is of interest to men already in responsible positions as well as to the younger men. It gives a vision of what management is, and shows how to acquire the knowledge, performance, and discipline called for in major management posts.

Managing for Results

To every manager's desk come dozens of problems every morning, all demanding for his attention, but there is little to fall from which are important and which matter most. This is a 'what to do' book. It deals with the essential tasks that any business has to discharge and analyzes these tasks so that executives can perform them systematically, progressively, and with understanding.

OTHER BOOKS FROM HEINEMANN ON MANAGEMENT

The Reality of Management

by Rosemary Stewart

A review of what has been written about management in theory against what has been learnt about management in practice.

Operational Research for Management

by M. J. Sargeant

Assistance for the executive faced with the subject of operational research for the first time.

Finance for Management

by C. S. Page and E. B. Canway

For businessmen, teachers, and students. No need to understand the language, concepts, and principles of finance as it affects administration and management.

Essentials of Quality Control

Alan Hultson and Joan Keen

An introductory textbook for the executive in the manufacturing industry.