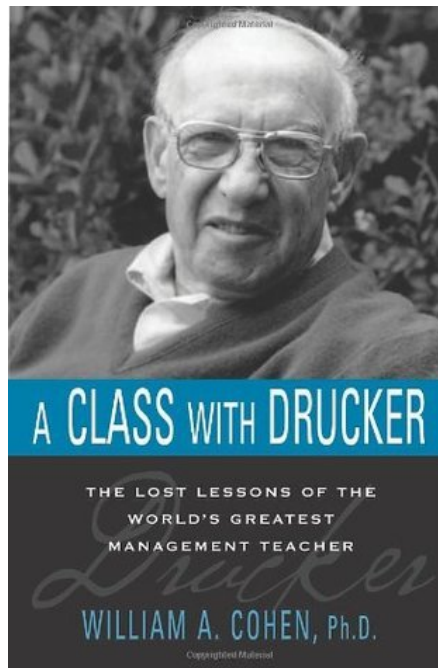




A Class with Drucker: The Lost Lessons of the World's Greatest Management Teacher

William A. Cohen

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Long considered the world's greatest thinker and writer on management, Peter Drucker's teachings continue to inspire leaders everywhere. From 1975 to 1979, author William Cohen studied under the Great Man and became the first graduate of his doctoral program. What Drucker taught him literally changed his life. In a matter of a few years, he was recommissioned in the Air Force and rose to the rank of major general. Eventually, he became a full professor, management consultant, multibook author, and university president--as well as maintaining a nearly lifelong friendship with the master. In "A Class with Drucker", Cohen shares many of Drucker's teachings that never made it into his countless books and articles, ideas that were offered to his students in classroom or informal settings. Cohen expands on Drucker's lessons with personal anecdotes about his teacher's personality, lack of pretension, and interactions with students and others. He also shows how Drucker's ideas can be applied to the real-world challenges managers face today. Enlightening and intriguing, "A Class with Drucker" will enable anyone to gain from the timeless wisdom of the inspiring man himself.

A Class with Drucker: The Lost Lessons of the World's Greatest Management Teacher Details

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Shobhit says

Bill Cohen is repetitive in the book and book sometimes jumps across ideas just like professor sometimes jump in real classroom. The book doesn't focus on classroom setting or classroom lectures or lessons of drucker not captured or Druckers life moments not noted elsewhere . So the purpose of book doesn't surface immediately. It's an easy read though

Michael Ellis says

First off, don't listen to the audiobook version of this title. The author is the narrator and for the entire duration he is licking his lips and stumbling over his own words as if he was reading them for the first time. Made it really hard to concentrate on the substance of the work.

Secondly, most of the book is about tying the author to Drucker and less about eye opening lost lessons. When the book is about a great thinker who has written numerous books, it probably would have been time better spent reading one of those instead of someone else's opinion of those thoughts.

Lauri Svan says

This book recaps some of the teachings of Peter Drucker that did not make into his own books. It outlines the thinking of mr. Drucker in tone of great admiration. The book is organised around topics in Drucker's classes, with typically Drucker setting up a theme and like in detective story gradually unfolding his stance, followed by a few explanations why he thinks like does.

The few recurring themes are Drucker's top-level strategy question for a client company: "If you weren't already in this business, would you enter it today? And if not, what are you going to do about it?"

Along this I liked the part where the author explains Drucker's view on growing and hiring managers, the valuable tip to avoid Peter Principle: Don't promote a person that only excels in his current job; hire the one that also masters some other topic beyond his own field; that is evidence that he can extend beyond his current position.

Mark says

William Cohen adalah lulusan pertama program Ph.D. eksekutif internasional bidang manajemen dari Claremont Graduate University (sekarang Peter F. Drucker and Matoshi Ito Graduate School of Management) tahun 1979. Buku yang ia tulis ini, *A Class With Drucker: Pelajaran Berharga dari Guru Manajemen # 1 Dunia* , berawal dari keinginannya untuk berbagi pengetahuan tentang kepemimpinan, manajemen dan strategi, yang didapatnya selama empat tahun menjadi mahasiswa program doktoral dan 25

tahun berikutnya sebagai sahabat dari Bapak Manajemen Modern, Peter F. Drucker.

Jika Anda tidak kenal nama Peter Drucker, buku ini akan membantu Anda untuk tidak saja mengenali sosok cendekiawan unik yang mampu memprediksi hampir semua perubahan yang terjadi di bidang manajemen, tapi juga memperluas wawasan Anda tentang manajemen yang lebih efektif dan kepemimpinan yang lebih etis. Peter adalah otak di balik transformasi perusahaan sekelas General Electric di bawah pimpinan Jack Welch, konsultan bagi korporasi besar seperti General Motors, Coca Cola, IBM dan Intel, serta mengilhami satu generasi pemimpin di sektor nirlaba. Dalam berbagai kesempatan, Peter Drucker seringkali mengatakan, "Perusahaan adalah laboratorium saya." Maksudnya adalah ia mengamati apa yang terjadi di dalam perusahaan, menganalisis apa yang terjadi, menarik kesimpulan yang relevan lalu mempublikasikannya dalam bahasa yang bisa dipahami dan digunakan oleh para praktisi manajemen.

Kontribusi pria yang lebih suka disapa "Peter" oleh semua orang – terutama para mahasiswanya – ini pada ilmu manajemen sangat besar, sampai-sampai koran *Los Angeles Times* menerbitkan laporan khusus untuk merayakan ulang tahunnya yang ke-75 di bulan November 1984. Meskipun sepanjang hidupnya ia menulis puluhan buku dan setidaknya ratusan artikel tentang manajemen, saat mengajar para mahasiswanya di program magister dan doktoral, Peter hanya menggunakan satu buku, *Management: Tasks, Responsibilities, Practices* (1973). Di dalam buku tersebut, Peter menulis bahwa "tugas pertama manajemen bisnis apa pun adalah memutuskan bisnis apa yang akan dijalankan."

Peter menyebut dirinya sebagai ahli ekologi sosial, dan ia melatih keberanian dalam berpikir dan preskripsi. Peter sangat percaya bahwa kondisi manusia bisa ditingkatkan dengan manajemen yang lebih efektif dan kepemimpinan yang lebih etis di setiap organisasi dalam masyarakat – bisnis, pemerintah, bidang nirlaba, bahkan kampus, tempat ia menghabiskan sebagian terbesar hidupnya.

A Class With Drucker memperkenalkan kita pada gagasan-gagasan Peter yang provokatif, orisinal, dan belum pernah ia tulis dalam buku-bukunya. Dua bab pertama buku ini mengisahkan latar belakang sang penulis – ia merupakan mantan perwira militer AS ketika memutuskan untuk mendaftarkan diri sebagai mahasiswa Peter – dan sekelumit kisah kehidupan pribadi sang profesor. Bagi mereka yang lebih tertarik untuk langsung belajar tentang prinsip-prinsip manajemen modern, bisa langsung membuka Bab 3 s.d. 19. Di akhir dari setiap bab tersebut, Cohen menyampaikan saripati yang bisa dipetik dari pelajaran yang disampaikan oleh Peter.

Ditulis dengan cara penyampaian yang ringan dan dilengkapi contoh-contoh menarik serta selipan lelucon di sana-sini – sama seperti cara Peter mengajar – William Cohen memang menginginkan buku ini dapat dipahami oleh pembaca dengan beragam latar-belakang pendidikan dan pekerjaan, khususnya bagi mereka yang ingin meningkatkan kualitas kepemimpinannya dan mengembangkan potensi dirinya.

Glenn Ardi says

Sebagai seseorang yang mendalami ilmu ekonomi, terlebih disiplin ilmu business management. Rasanya aneh kalo saya tidak membaca buku tentang Peter Drucker. Dalam buku ini, saya melihat dari sudut pandang penulis sebagai seorang mahasiswa yang menceritakan bagaimana rasanya diajar oleh seorang tokoh management nomor satu pada zaman modern.

Terus terang saya terkejut dengan pemilihan sub judul yang menggelitik, karena semuanya sangat contrast

dengan apa yang saya pelajari pada kuliah saya, dan mungkin itulah yang menyebabkan saya penasaran dan terus membaca buku ini.

Ternyata memang benar, buku ini telah membawa saya untuk melihat cakrawala dan wawasan baru dalam melihat dunia management business pada zaman modern ini, suatu pandangan baru yang tidak akan pernah saya dapatkan dalam textbook kuliah.

Max Ong Zong Bao says

Learned from the inventor of modern management that offers lot's of practical wisdom besides management theory and other areas like wisdom, philosophy, psychology, continuous learning and also Jack Welch used his management questions to raise GE's valuation when Jack Welch took over GE as the company's president.

Jose Mari says

Great insights

Rainer Bantau says

Cohen delivers an interesting peek into the man behind the visionary legacy of management thinking influencing industry and individuals today. In his revelation of first-hand insights, Cohen unwraps key tenets shaping Drucker's business philosophy. The book is excellently written and well-paced.

Sotiris Makrygiannis says

A simple book, a simple life but good advices and practises.
Basically invest in human capital, on a personal level.

Thomas Dale says

Interesting personal persepctive on the life and teachings of a true management guru. The author was Peter Drucker's first PHD recipient at the Claremont Graduate University's Peter F. Drucker amd Masatoshi Ito Graduate School of Management.

Anthony says

-ave to stick with it for the time being. But you are much less likely to reach your goal than someone who knows what "business" he or she is in and focuses on that to the exclusion of other activity non-essential to this goal.

-to emphasize was that we must always question our assumptions no matter from where they originate.

-Accepting what everybody knows without any examination will often result in faulty decisions.

-Self-Confidence Is Based on Past Success

-automatically have self-confidence that you can do it. That's a big advantage in any situation.

-The first rule for becoming a successful uncrowned performer is to accept responsibility cheerfully on the job or in any club, association,

-Look especially for unpopular jobs that no one wants to do.

-One of the most important exercises you can do to develop your self-confidence is to practice positive mental imagery.

-Expertise is a major source of confidence and power.

-The first question was, "If you weren't already in the business, would you enter it today?" This Drucker followed with a second, more difficult question, "What are you going to do about it?"

-defining the problem;

■ deciding on the relevant information bearing on the problem;

■ developing potential alternative solutions to the problem;

■ analyzing these alternatives;

■ developing solutions from this analysis;

■ and finally in making the decision.

-fear of job loss was simply incompatible with taking responsibility and excising the power entrusted to the manager.

-"Living in fear of loss of job and income is incompatible with taking responsibility for job and work group, for output and performance."

-Learn to create focused sales letters.

■ Become known in your industry.

-keep resume updated

-"It's not what you want to sell, it's what your customer wants to buy."

-Knowing your customers is as important as knowing yourself

-The basic concept of all strategy is to concentrate your scarce resources at the decisive points in the situation.

-Namely, this is that a leader is responsible for everything that his or her organization accomplishes or fails to accomplish, regardless of other factors, including the business or economic climate or anything else. It is the leader who is always responsible!

-Carnegie's strength was his leadership, and it was based on knowledge of his employees. Andrew Carnegie was proud of the fact that he knew many of his workers by their first names. He bragged that there was never a strike when he personally was in charge?

-Each individual has unique qualities, abilities, capabilities, and limitations.

-Talk with employees about their passions-whether family, hobbies, vacations, or sports.

-Catch your employees doing something right and recognize them publicly.

-e met and important facts about each person, including strengths and weaknesses and where each person could fit in time of need or crisis.

- "A pint of sweat in training is worth a gallon of blood in combat."

-what I called "duty before self."

-Work on the most important motivational factors first.

■ Treat all workers as if they were volunteers, because they are.

-

Priya S says

A brilliant book. Absolutely relevant commandments from Peter Drucker

Rina says

Butuh waktu tiga minggu membaca buku ini di sela-sela aktivitas. Dan buat memahaminya saya pikir akan butuh bertahun-tahun dengan berton-ton pengalaman.

Buat saya buku ini padat ilmu dan setiap babnya merupakan pencerahan. Tidak hanya tentang manajemen, tapi juga tentang kehidupan.

Jenis buku yang harus dibaca berulang kali dan dipraktekkan untuk bisa betul-betul paham. Buku kelas tinggi-lah. Saya belum nyampe sekarang.

Robert says

This is very interesting book on Peter Drucker. (For the record, I am a BIG fan of Peter Drucker and have

read almost everything he has ever written...not a small feat!).

This is a book written by a long time student of his who has also written and enjoyed great success in management/leadership.

He gives an interesting view on Peter Drucker as he shows what and how HE thought Peter meant, said, and lived.

During the book, the author provides many examples of the right and wrong way leaders and organizations act. He gives specific, concrete examples of the principles of management and how they affect the outcome of leadership/management.

It left me wanting to be a better manager, leader, and person.

Mark says

Fantastic book. The lessons are great and gave me a much better perspective on the lessons from Peter Drucker and why he was revered so much. The part that struck me is how it not only gave me business lessons, but made me want to be an even better person. I really appreciated this book. Thanks William Cohen, for capturing all of that and specifically for sharing it.
