



Pan Management Series

DRUCKER

technology,
management
and society



Management Series

TECHNOLOGY, MANAGEMENT,
AND SOCIETY

Essays by

PETER F. DRUCKER



UNABRIDGED

PAN BOOKS LTD : LONDON

CONTENTS

<i>Preface</i>	7
1 Information, Communications, and Understanding	11
2 Management's New Role	31
3 Work and Tools	47
4 Technological Trends in the Twentieth Century	58
5 Technology and Society in the Twentieth Century	74
6 The Once and Future Manager	90
7 The First Technological Revolution and Its Lessons	110
8 Long-range Planning	120
9 Business Objectives and Survival Needs	137
10 The Manager and the Moron	152
11 The Technological Revolution: Notes on the Relationship of Technology, Science, and Culture	162
12 Can Management Ever Be a Science?	174
<i>Index</i>	183

Technology, Management and Society

'It is – like all this author's work – extremely stimulating and thought-provoking.

Since it epitomizes some of his basic ideas about management and technology in the changing world of today, it can be warmly recommended.'

The Times Educational Supplement

'Peter Drucker is never didactic and is always humane; his ideas pour forth in an exuberant flood of highly readable prose. The twelve essays are immensely stimulating and will add to the ever growing number of Drucker devotees.'

The Director

'It is not only the originality of his writing, but the breadth of vision and the ability to pack every ounce of his considerable experience into his writing that I admire ... stimulating reading.'

Accountancy Age

'Thoroughly provocative in a thought-disturbing way.'

Westminster Review

'A must for all Drucker fans.'

BIM Review

Editorial Advisers:
School of Business, Ealing

BUSINESS/MANAGEMENT
0 330 23248 7

U.K. 45p
Australia \$1.50
New Zealand \$1.50
Not for sale in Canada