



Managing in the Next Society

Peter F. Drucker

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Following in the successful vein of *Managing for the Future* (1992) and *Managing in a Time of Great Change* (1995), the incomparable Peter Drucker is back with fresh thoughts, insights, and knowledge about the ever-changing business society around us and the ever-expanding management roles required of us all—chiefs, executives, managers, and knowledge workers alike.

Two main themes are explored in many of the chapters in *Managing in the Next Society*: the rapidly expanding information shock wave that had its Internet Big Bang as recently as 1995; and the changing shape of our society to come—six major trends that are rapidly transforming our world into what Peter Drucker calls The Next Society.

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