



## DME Management School

22 September 2018

Peter F. Drucker Lecture



Speaker	Day & Date	Time	Venue	Topic
Vikas Sachdeva	Friday, 28 Sept.	1400	NM Auditorium	Advertising

### VIKAS SACHDEVA

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Druckers' writings contributed to the practical foundations of the modern business corporation. Described as "the founder of modern management", he invented Management by Objectives (MBO). His writings have predicted major developments of the late 20<sup>th</sup> century, including privatization and decentralization; the rise of Japan to economic world power; the decisive importance of marketing and the emergence of the information society with its necessity of lifelong learning. In 1959, Drucker coined the term "knowledge worker," and later in his life considered knowledge-worker productivity to be the next frontier of management.

(Ravi Kant Swami)