



Managing the Nonprofit Organization

By Peter F. Drucker

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The groundbreaking and premier work on nonprofit organizations

The nonprofit sector is growing rapidly, creating a major need for expert advice on how to manage these organizations effectively. Management legend Peter Drucker provides excellent examples and explanations of mission, leadership, resources, marketing, goals, and much more. Interviews with nine experts also address key issues in this booming sector.

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Editorial Review

From Library Journal

Drawing from his 25 one-hour audio cassette series, *The Non-Profit Drucker* (LJ 9/1/89, p. 232), Drucker has put together his ideas on the tasks, responsibilities, and practices necessary to manage nonprofit organizations. Included are interviews with prominent leaders and experts in nonprofit organizations, including Philip Kotler of Northwestern University, Max DePree of Herman Miller, Albert Shanker of the AFL-CIO, and Frances Hesselbein of the Girl Scouts. Drucker looks at the mission statement, strategies, marketing, performance, and personnel as they apply to nonprofit organizations. Using many examples, he identifies the characteristics necessary for nonprofit organizations to survive and meet the needs of today's society. Sure to be popular; recommended for most libraries.

- *Michael D. Kathman, St. John's Univ., Collegeville, Minn.*

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About the Author

Peter F. Drucker is considered the most influential management thinker ever. The author of more than twenty-five books, his ideas have had an enormous impact on shaping the modern corporation. Drucker passed away in 2005.

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