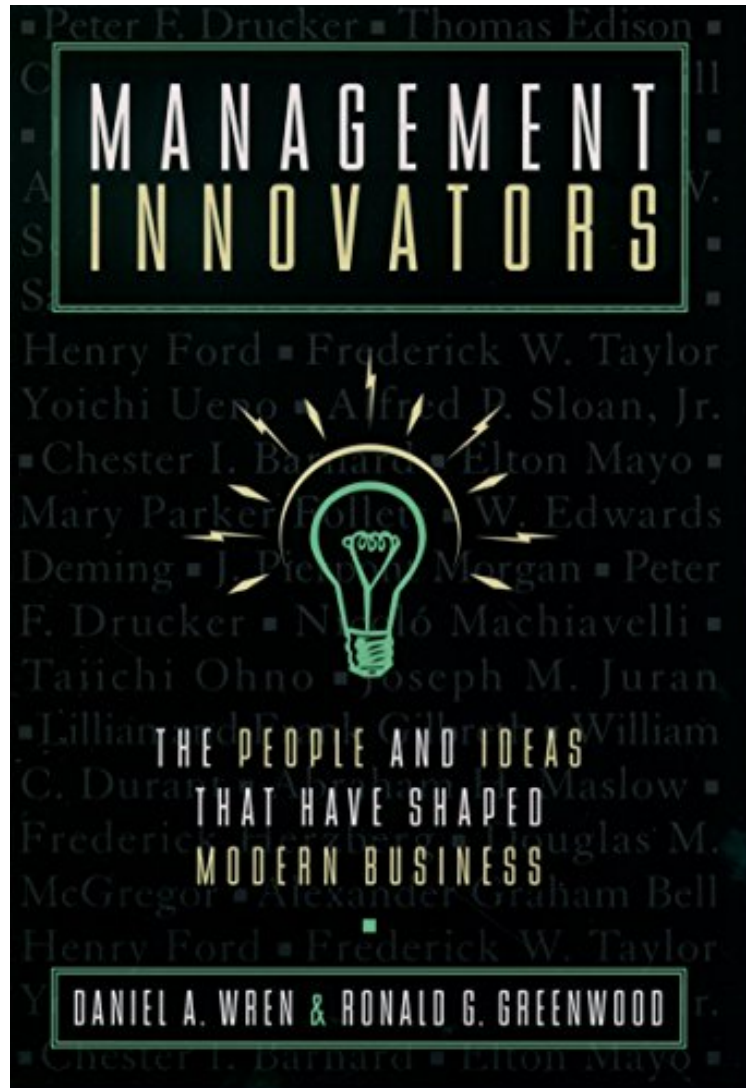


Management Innovators: The People and Ideas that Have Shaped Modern Business

Daniel A. Wren, Ronald G., the late Greenwood
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Daniel A. Wren, Ronald G., the late Greenwood : Management Innovators: The People and Ideas that Have Shaped Modern Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Management Innovators: The People and Ideas that Have Shaped Modern Business:

0 of 0 people found the following review helpful. Management Innovators- Recommended-Just OkayBy CustomerSelection of the people and ideas that have shaped business marginal. Author selects high profile individuals (for the most part) and borrows liberally from existing commentary on those folks. In my opinion should have included more technical people (engineers) who often labor in the shadows and are, of course, more difficult to

identify. They work hard to create what does not exist (as opposed to scientists who work hard to explain what does exist)! The book "Beyond the Hype-The Essence of Good Management" by Eccles and Nohria a much better choice for folks interested in successful management. 2 of 2 people found the following review helpful. An Exceptional 30By Robert MorrisWren and Greenwood have written one of the most informative I have read in recent years. With brevity but precision and insight, they examine 30 people who have indeed "shaped modern business." The excellent material is presented within 12 chapters which range from "Inventors" (Eli Whitney and Thomas Alva Edison) to "Guru" (peter F. Drucker).. Along the way, they discuss a number of especially influential persons about whom many readers probably know little (if anything), such as Alexander T. Stewart, James J. Hill, Ezra Cornell, Lillian and Frank Gilbreth, Chester I. Barnard, and Mary Parker Follett. All by itself, the Introduction is well worth the cost of the book. Near its conclusion, Wren and Greenwood observe: "Taken as a whole, there is no single theme to this book; rather, it is a narrative with multiple themes as a story of American business enterprise unfolds. Beginning with the selection of inventors, we see how the process of invention and innovation changes the way we live, creates entirely new industries, and must be continuous as the competitive environment changes. Makers [e.g. Henry Ford] are those who who change ideas into markets for the marketplace -- an evolutionary process that accompanies the shift from small-to-large-scale manufacturing and then to the assembly line. Sellers [e.g. Richard W. Sears] take those products to market and allow us to see the sales and distribution innovations that have enabled modern consumers to live better than the monarchs of centuries before. Inventors, makers, and sellers need the movers [e.g. Edward H. Harriman], those who create the time and place utility; and all need the communicators [e.g. Alexander Graham Bell], who connect the parts into a whole." Because this book was first published in 1998, many readers (I among them) would have expected the inclusion of other "management innovators" such as Donald Dell, Walt Disney, Bill Gates, Sam Walton, and Jack Welch. Perhaps they will be among those discussed in a sequel to this volume. Nonetheless, each of the 30 whom Wren and Greenwood do include is eminently worthy. Those who share my high regard for this book are urged to check out Stuart Cramer's The Management Century, James Tobin's Great Projects: The Epic Story of the Building of America, from the Taming of the Mississippi to the Invention of the Internet, and Andrea Gabor's The Capitalist Philosophers: The Geniuses of Modern Business -- Their Lives, Times, and Ideas. 8 of 8 people found the following review helpful. History of Modern ManagementBy Turgay BUGDACIGILEvery manager should read this illuminating and extremely important book. Daniel A. Wren and Ronald G. Greenwood give tomorrow's leaders indispensable lessons from 'the people and ideas that have shaped modern business.' They write that "our goal is to portray a selection of individuals whose ideas have made a difference in the way we teach and practice business management. In selecting these figures, we realize that it would be impossible to chronicle all of their activities; we could have chosen other individuals of equal stature as well. We have kept in mind an audience of contemporary managers, aspiring managers, and students of management who wish to gain a historical perspective on their profession by sketching the people and ideas that contributed to the formation of modern management" (from the Preface). In this context, Wren and Greenwood divide their book into two parts: * Part One- In this part, they trace the beginnings of American enterprise in inventing, manufacturing, selling, transportation, communication, and financing. They argue that these fourteen individuals set a pattern for others to follow as U.S. business enterprise grew. * Part Two- In this part, in order to portray the search for better ways to manage, they present stories of other influential individuals. Here, they argue that these representatives played a pioneering role in shaping modern managerial practices. Highly recommended.

Here is a who's who of business, thirty-one profiles of inventors, financiers, organizers, motivators, and gurus--a vivid, informative look at the history of management as seen through the lives of its most influential figures. We meet Eli Whitney, creator of the cotton gin and father of the machine tool industry, who failed to profit from his genius; Thomas Edison, who once vowed he would never invent anything he couldn't sell; and Andrew Carnegie, who applied the railroad management system to the steel industry, with spectacular results. There are profiles of such railroad giants as James J. Hill and Edward H. Harriman, and colorful portraits of Samuel Morse and Graham Bell, the two men who launched the communications industry in the U.S. The great innovators of management and organization are here as well, including the founders of systematic management, Frederick W. Taylor and Frank and Lillian Gilbreth. There's an intriguing side-by-side look at William C. Durant, builder of General Motors, a visionary but a weak manager and organizer, and Alfred P. Sloan, who gave GM the structure it needed, and provided the model for all large, multiproduct firms to come. And there are thought-provoking profiles of motivational experts Elton Mayo and Abraham Maslow; quality advocates W. Edwards Deming and Joseph Moses Juran; Taiichi Ohno, inventor of just-in-time manufacturing; and finally, Peter Drucker, the most influential management thinker of our time. This is the distilled essence of management genius, a stimulating and, at times, inspiring look at the pioneers who shaped how we do business today.

.com Management Innovators: The People and Ideas That Have Shaped Modern Business is a penetrating history of the field of management as revealed through profiles of some of its most noteworthy inventors, communicators,

financiers, motivators, and gurus. Management historians Daniel Wren and the late Ronald Greenwood explore this virtual who's who of business pioneers with an eye toward both their significant innovations and the lasting impact they have had on the corporate world. Among the 31 individuals they examine are Eli Whitney, Andrew Carnegie, Thomas Edison, Nicolo Machiavelli, Abraham Maslow, W. Edwards Demming, and Peter F. Drucker. --Howard Rothman

From Library Journal Wren (management, Univ. of Oklahoma) and the now deceased business historian Greenwood present a condensed economic history of the lives of 31 individuals who have contributed to modern management methods. Represented are a wide variety of some of the greatest innovators in the fields of manufacturing, communications, inventing, finance, selling, and management. Many of those profiled (Eli Whitney, Henry Ford, Alexander Graham Bell, Frederick W. Taylor) can be found in secondary sources. However, the authors look at these individuals from a business and managerial point of view, which sets this book apart. The authors depict, in an easy style, the evolutionary process of idea to product to market and the changes that took place in the way people work. Snapshot views of economic history in "small doses" make this book appealing to students and managers who wish to gain some background information in this area. Recommended. ?Bellinda Wise, Nassau Community Coll. Lib., Garden City, Copyright 1998 Reed Business Information, Inc.

From Booklist Last fall, Stuart Crainer compiled The Ultimate Business Library, which included "[50] books that shaped management thinking." His collection emphasized ideas. Here, coauthors Wren and the late Greenwood include doers as well as thinkers. Wren is a management professor at the University of Oklahoma and also specializes in business history; Greenwood had written on business history. These specializations account for the focus of the first half of this book, which "traces the beginnings of American enterprise" by looking at inventors, manufacturers, sellers, financiers, and pioneers from the world of transportation and communications. The second half considers "selected individuals [that] portray the search for better ways to manage." In all, 31 individuals and their impact on management are profiled. The list includes such well-known names as Thomas Edison, Henry Ford, Frederick Taylor, and Frederick Herzberg, but also lesser-known figures, such as sociologist Mary Parker Follett, Western Union head Ezra Cornell, merchant Alexander Stewart, and Japanese efficiency expert Yoichi Ueno. David Rouse