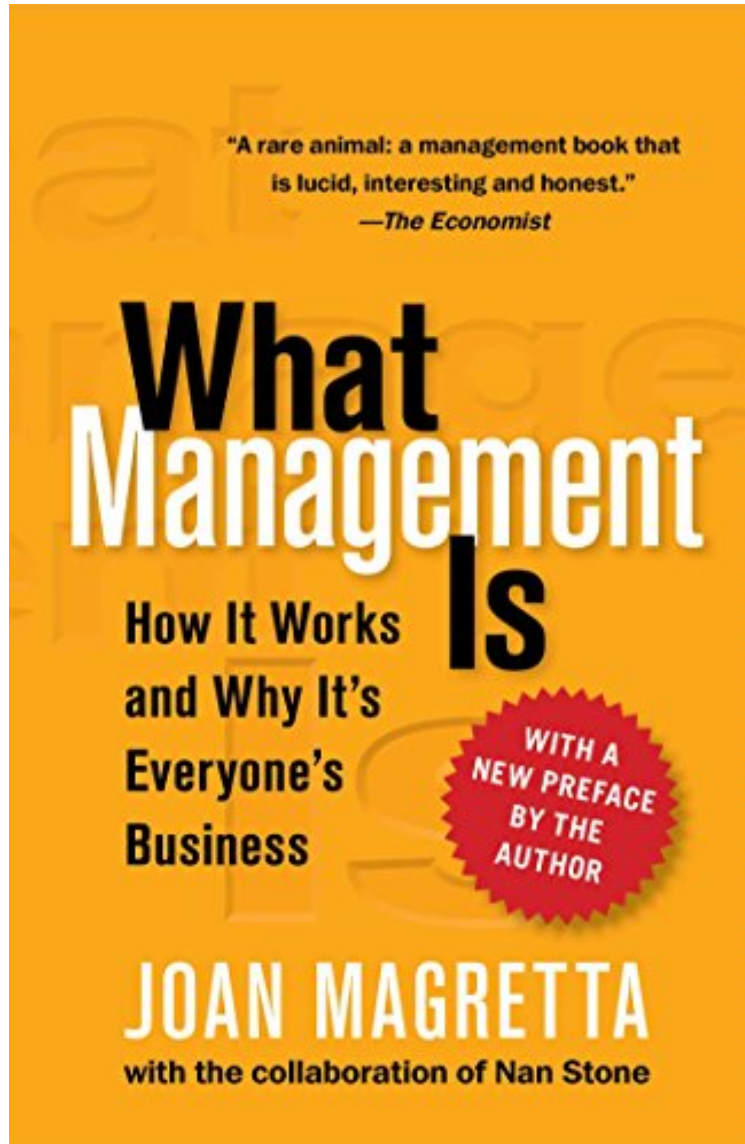


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What Management Is

Joan Magretta

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Joan Magretta : What Management Is before purchasing it in order to gage whether or not it would be worth my time, and all praised What Management Is:

4 of 4 people found the following review helpful. If you only read one book about Management, this should be it. By A. RuttAs Magretta writes, there are about 2000 management books published a year and if each of them has only 10 takeaways, then that's a lot of 'advice' floating out there! And the more things change, the more the underlying principles apply. So this is a great 'tour d'horizon' ('overview') as The Economist put it about the first edition, that is written simply and without management-speak. And it does what it says on the tin. If you want to know what

management is, this is the book for you. Not leadership specifically, not management strategies or techniques, but an explanation of what and why management matters and what it is comprised of. If you've never taken a business class, if you are a new manager, if you are looking for a book for new managers, if you want a 'step-back' to remind you what it's all about as a manager, then I cannot speak highly enough of this simple book. And if you have no business background and are mystified sometimes about why companies do certain things, then this book will also help explain what the managers are trying to do, or should be trying to do! I have a BA in Business and an MBA, and have had a 25 year career as a manager starting at the bottom of the ladder, etc, etc. 2 of 2 people found the following review helpful. Great Management Primer By S. Steven Maese I give this book to, and discuss it with, anyone in my company that is going into entry level management. This is a great primer for understanding the role of a manager. Magretta conveys basic concepts clearly and concisely. I recommend this book to anyone. 0 of 0 people found the following review helpful. First Step in Understanding Management By Jeffrey Decker Great overall start for understanding management.

A beginner's guide and a bible for one of the greatest social innovations of modern times: the discipline of management. Whether you're new to the field or a seasoned executive, this book will give you a firm grasp on what it takes to make an organization perform. It presents the basic principles of management simply, but not simplistically. Why did an eBay succeed where a Webvan did not? Why do you need both a business model and a strategy? Why is it impossible to manage without the right performance measures, and do yours pass the test? What Management Is is both a beginner's guide and a bible for one of the greatest social innovations of modern times: the discipline of management. Joan Magretta, a former top editor at the Harvard Business Review, distills the wisdom of a bewildering sea of books and articles into one simple, clear volume, explaining both the logic of successful organizations and how that logic is embodied in practice. Magretta makes rich use of examples—contemporary and historical—to bring to life management's High Concepts: value creation, business models, competitive strategy, and organizational design. She devotes equal attention to the often unwritten rules of execution that characterize the best-performing organizations. Throughout she shows how the principles of management that work in for-profit businesses can—and must—be applied to nonprofits as well. Most management books preach a single formula or a single fad. This one roams knowledgeably over the best that has been thought and written with a practical eye for what matters in real organizations. Not since Peter Drucker's great work of the 1950s and 1960s has there been a comparable effort to present the work of management as a coherent whole, to take stock of the current state of play, and to write about it thoughtfully for readers of all backgrounds. Newcomers will find the basics demystified. More experienced readers will recognize a store of useful wisdom and a framework for improving their own performance. This is the big-picture management book for our times. It defines a common standard of managerial literacy that will help all of us lead more productive lives, whether we aspire to be managers or not.