

1. Record Nr.	UNINA9910778845403321
Autore	Wren Daniel A
Titolo	Management innovators [[electronic resource]] : the people and ideas that have shaped modern business // Daniel A. Wren, Ronald G. Greenwood
Pubbl/distr/stampa	New York, : Oxford University Press, 1998
ISBN	0-19-770330-5 0-19-983940-9 1-280-47036-4 0-19-802771-0 1-60256-235-0
Descrizione fisica	1 online resource (265 p.)
Altri autori (Persone)	GreenwoodRonald G
Disciplina	658/.0092/273 B
Soggetti	Businesspeople - United States Executives - United States Industrial management - United States - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 237-247) and index.
Nota di contenuto	Contents; Preface; Introduction: A Revolution in Industry; I. BUILDING AMERICAN BUSINESS ENTERPRISE; 1. Inventors; 2. Makers; 3. Sellers; 4. Movers; 5. Communicators; 6. Financiers; II. ORGANIZING AND MANAGING THE BUSINESS ENTERPRISE; 7. Working Smarter; 8. Organizers; 9. Motivators; 10. Leaders; 11. Quality Seekers; 12. Guru; Notes; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; Z
Sommario/riassunto	Presents a survey of the field of management, which begins with Eli Whitney, inventor of the cotton gin, and ends with Peter Drucker. Each chapter of this book is devoted to a specific figure and describes not only that person's contribution to the field, but also explores the social context in which the person lived and worked.