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Veteran business writer Peter F. Drucker's management book, "The Effective Executive: The Definitive Guide to Getting the Right Things Done," has a simple premise: the measure of the executive is his or her ability to "get the right things done." While this is a straightforward idea, it is harder to put into practice than you might imagine.

The 8 Best Management Books of 2020

He is the author, co-author, or editor of twenty books including International Marketing and Export Management. Pearson Education Limited (UK), Fourth Edition, 2002 (with J. Strandkov, E. Duerr); Fundamentals of Marketing Research. Thousand Oaks, CA : Sage Publishers 2005 (with S.M. Smith); Research for Marketing Decisions.

Basic Marketing Research: Volume 1

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ship and management, and argues that both are essential if schools and colleges are to thrive. It also examines the evidence that effective leadership is critical to school improvement. While the importance of leadership and management is increasingly recognised, much less is known about which leadership behaviours are most likely to

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