



Innovation and Entrepreneurship by Peter Drucker

If you haven't read Peter Drucker, then you have not read the most influential management scholar of the 20th Century. "Innovation and Entrepreneurship" is perhaps his best work. Drucker's work is clearly in the classic planning vein of managerial and entrepreneurial works, but it is the best of breed. The writing is approachable; the ideas clearly communicated; the thoughts and suggestions actionable. In particular, Drucker's explanation of "purposeful innovation" and "the seven sources for innovative opportunities" is a how-to for opportunity seekers, guiding them to the most fertile fields. All entrepreneurs should have this on the bookshelf -- and simply pick up and read a random chapter every once in a while.

Innovation and Entrepreneurship by Peter Drucker.
HarperBusiness. New York, NY. 1986.

