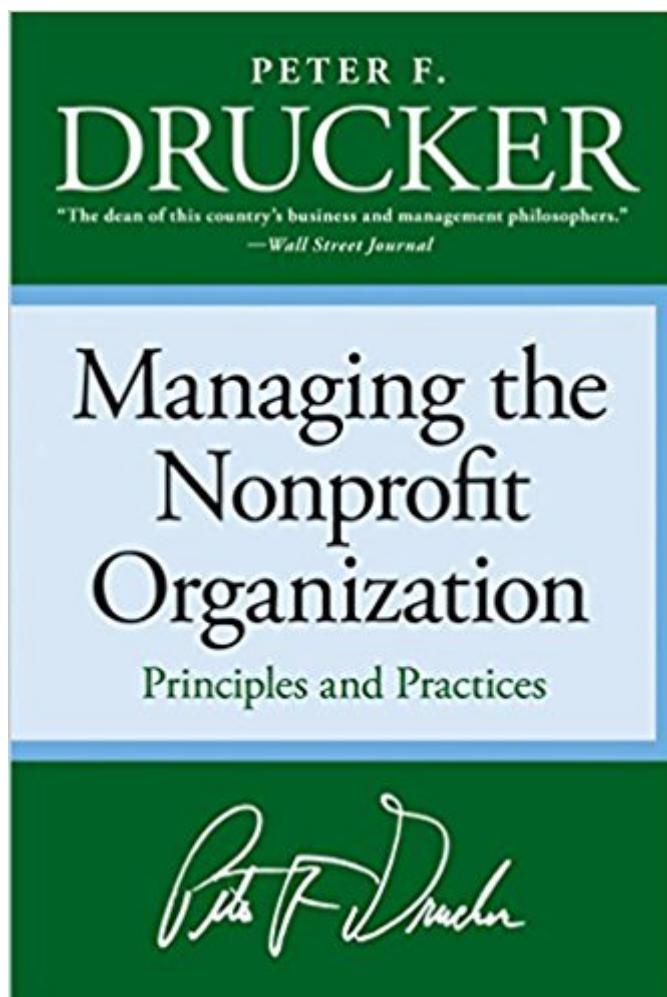


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# Managing The Non-profit Organization: Principles And Practices



## **Synopsis**

The groundbreaking and premier work on nonprofit organizationsThe nonprofit sector is growing rapidly, creating a major need for expert advice on how to manage these organizations effectively. Management legend Peter Drucker provides excellent examples and explanations of mission, leadership, resources, marketing, goals, and much more. Interviews with nine experts also address key issues in this booming sector.

## **Book Information**

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## **Customer Reviews**

Drawing from his 25 one-hour audio cassette series, The Non-Profit Drucker ( LJ 9/1/89, p. 232) , Drucker has put together his ideas on the tasks, responsibilities, and practices necessary to manage nonprofit organizations. Included are interviews with prominent leaders and experts in nonprofit organizations, including Philip Kotler of Northwestern University, Max DePree of Herman Miller, Albert Shanker of the AFL-CIO, and Frances Hesselbein of the Girl Scouts. Drucker looks at the mission statement, strategies, marketing, performance, and personnel as they apply to nonprofit organizations. Using many examples, he identifies the characteristics necessary for nonprofit organizations to survive and meet the needs of today's society. Sure to be popular; recommended for most libraries.- Michael D. Kathman, St. John's Univ., Collegeville, Minn.Copyright 1990 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

Peter F. Drucker is considered the most influential management thinker ever. The author of more

than twenty-five books, his ideas have had an enormous impact on shaping the modern corporation. Drucker passed away in 2005.

I have been working on my MBA, based on the nonprofit management track. The class I was taking on board management was not really challenging me, so I looked for something that might be applicable for the class as a supplement to what we were reading (the book for that class wasn't bad, it was just that I had already read it). So I came across this. Drucker is a name in management, and that he had written on nonprofits was reason enough to grab it up and see what made him a name. Overall, I was not disappointed. The book is in a format that made it easy to read bit by bit even if it made it easy to put down. It is divided in sections and Drucker has his own section, but he also brings in people who are working in the field to interview and for me these are the places of most learning. Drucker is able to look at the people he is talking to and make amazing syncretic insights that seem self-evident but really are not. It is a bit dated. The book sprang from a tape series, so there is this weird disconnect where in the book he is referring to the tapes and that was not elided in editing. Who knows what tapes are now, right? But as someone who is working in the nonprofit field, there is nothing that sticks out as irrelevant to the world of the third sector in the second decade of the twenty-first century. What Drucker excels in is aphorisms. Meaning that you will want to pull the page out and highlight a sentence and put it on your wall. Forget looking at the sentence level, since it is a coherent whole that confronts you, and must be reckoned with.

Originally a series of interviews (available as an audio book), this book is a transcript of the audio/interviews. I bought it so that I could find quotes quicker for presentations since I work with a capacity-building nonprofit that supports other nonprofit organizations. If you've been working in the nonprofit sector, it won't give you much new information. What it does do is provide classic "Drucker-esque" quotes and approaches to standard nonprofit problems like aligning processes around a nonprofit's mission, leadership and management within nonprofits, and reinforces values that nonprofits often struggle with -- like maintaining a steady improvement/evaluation process for programs. Half of the book (and audio version too) is Peter Drucker interviewing established nonprofit leaders on various aspects of their leadership approaches, and while those conversations shed light on certain nonprofit dilemmas, what works in the audio falls short in print. These sections are in the voice of other nonprofit leaders, and therefore missing the Drucker voice upon which we've come to rely.

I have to confess, when I saw this 1990 book on my graduate course's syllabus, I rolled my eyes. For the life of me, I could not figure out why it would be there. I could never have been more wrong. Timeless wisdom for nonprofit management. Even though interviews in the book are dated, their substance is impressive. This is an excellent book to add to your library.

Because I am a big fan of Drucker on all his other writings, it hurts me to say that he strayed a bit from his forte on this one. While helpful and useful in a general way, I find the book a bit too theoretical and not so practical. I found "Managing a Nonprofit Organization" by Thomas Wolf A LOT more useful and practical. Drucker is still my hero, though... :)

All I can say is that I never regret reading this book and would have to reread this again to chew on some life transforming management principles in leading a non profit organization

I've read the paperback copy of this book two times and skimmed the book a couple additional times to review my notes and highlights. I also purchased and transcribed my highlights to the Kindle Edition (which I purchased since I wanted to keep this book accessible to me). The key highlights of this nonprofit management book:<sup>\*</sup> It is broken into sections<sup>\*</sup> It is easy to read, and it is interesting since it has a very large number of examples and case studies<sup>\*</sup> There are a half dozen interview transcripts of Drucker and nonprofit leaders included in the book (most are useful, with only one that I thought was disappointing)<sup>\*</sup> Topics and action items are revisited several times in the book, solidifying key ideas<sup>\*</sup> I have no hesitation about recommending the Kindle Edition. The formatting is quite good on the Kindle Fire, and I assume also on other Kindles. Generally with Drucker's books: There are many concrete examples and case studies that Drucker's ideas very clear. This is true in all of his books that I've read (4 now), though I think he has really perfected this structure over his decades of writing (I found his first book less effective, though still interesting). When reading Drucker's books, I always end up in the "hindsight is 20-20" perspective. Much of what he writes seems so obvious, but it is subtle enough that I don't recognize it without careful thought or his prompting. Even more importantly -- and is especially true in this nonprofit oriented book -- is that Drucker advises specific actions. These actions are not put in a list format, so I've found it helpful to highlight the book and take notes as I read. My background is almost exclusively academic, though I'm also heavily involved in a group that creates free education products and will soon be applying for nonprofit status (OpenIntro). I would recommend this book without hesitation to

anyone who is starting an organization, nonprofit or for-profit, or anyone who has any oversight responsibilities. If you have any management responsibilities, you owe it to the people you work with to read this (or some similar) book.

Drucker's book regarding managing nonprofit sheds light on the work and finances required of nonprofits. Nonprofits are important entities, great read with great material.

Purchased for my mother-in-law and she said these were great books and served its purpose for her needs.

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