

V. 90年代 經營者를 위한 必讀書 50卷

- 90년대의 경영에 크게 영향을 미치고 있는 50권의 책을 소개함
 - 여기에 소개되는 50권의 책은 스튜어트 크레이너(Stuart Crainer)가 지은 '*the Ultimate Business Library: 50 books that made Management*'라는 책에 선정된 책들임
- 한가지 특이한 점은 이 책들 중 경영인들이 쓴 책은 소수에 불과하고 대부분의 책들이 경영학자들에 의해 쓰여졌다는 사실임
 - 즉, 경영에 크게 영향을 미친 책들은 경영인 개인의 경험을 바탕으로 쓰여진 책이 아니라 경영에 대한 넓은 시각과 연구 및 조사를 바탕으로 쓰여진 책이라는 것임
 - 이 50권의 책들은 사업가의 사업감각을 키워주기보다는 전문인으로서의 경영인이 기업 경영을 위해 분투할 때 큰 통찰력을 제공함

주제별 분류

(1) 경영/관리 (Management)

Chester Barnard (1938), *The Functions of the Executive*, Harvard University Press, Cambridge, Mass.

Dale Carnegie (1937), *How to Win Friends and Influence People*, Simon & Schuster, New York.

Peter F. Drucker (1954), *The Practice of Management*, Harper & Row, New York.

Henri Fayol (1949), *General and Industrial Management*, Pitman, London.

Mary Parker Follett (1941), *Dynamic Administration*, (editors Fox, Elliot & Urwick, Lyndall) Harper & Row, New York.

Henry Mintzberg (1973), *The Nature of Managerial Work*, Harper & Row, New York.

Ricardo Semler (1993), *Maverick!*, Century, London.

(2) 리더쉽(Leadership)

Warren Bennis & Burt Nanus (1985), *Leaders: The Strategies for Taking Charge*, Harper & Row, New York.

James MacGregor Burns (1978), *Leadership*, Harper & Row, New York.

Henry Ford (1923), *My Life and Work*, Doubleday, Page & Co, New York.

Nicolo Machiavelli (1513), *The Prince*, Penguin, London(1967).

Thomas Watson Jr. (1963), *A Business and its Beliefs: The Ideas that Helped Build IBM*, McGraw Hill, New York.

(3) 복잡성(Complexity)

Alfred Chandler (1962), *Strategy and Structure*, MIT Press, Boston.

Michael Goold, Andrew Campbell & Marcus Alexander (1994), *Corporate Level Strategy*, John Wiley, New York.

Alfred P. Sloan (1963), *My Years with General Motors*, Doubleday, New York.

Max Weber (1947), *The Theory of Social and Economic Organization*, Free Press, New York.

(4) 인적 자원(People)

Meredith Belbin (1984), *Management Teams: Why they succeed or fail*, Butterworth Heinemann, Oxford.

Frederick Herzberg (1959), *The Motivation to Work*, (with Mausner, B. and Snyderman, B.), Wiley, New York.

Douglas McGregor (1960), *The Human Side of Enterprise*, McGraw Hill, New York.

Abraham Maslow (1954), *Motivation and Personality*, Harper & Row, New York.

(5) 고객(Customers)

- W. Edwards Deming (1982), *Out of the Crisis*, MIT, Cambridge, Mass.
Joseph M. Juran (1988), *Juran on Planning for Quality*, Free Press, New York.
Philip Kotler (1967), *Marketing Management: Analysis, Planning, Implementation and Control*, Prentice Hall, New Jersey(1994, 8th edition).
Ted Levitt (1962), *Innovation in Marketing*, McGraw Hill, New York.
Adam Smith (1776), *The Wealth of Nations*, Modern Library, New York(1937).

(6) 글로벌(Global)

- Christopher Bartlett & Sumantra Ghoshal (1989), *Managing Across Borders*, Harvard Business School Press, Boston.
Kenichi Ohmae (1990), *The Borderless World*, William Collins, London.
Richard Pascale & Anthony Athos (1981), *The Art of Japanese Management*, Penguin Books, London.
Michael Porter (1990), *The Competitive Advantage of Nations*, Macmillan, London.
Fons Trompenaars (1993), *Riding the Waves of Culture*, Nicholas Brealey, London.

(7) 미래(The Future)

- Peter F. Drucker (1969), *The Age of Discontinuity*, Heinemann, London.
Gary Hamel & C.K. Prahalad (1994), *Competing for the Future*, Harvard University Press, Cambridge.
Charles Handy (1989), *The Age of Unreason*, Business Books, London.
Alvin Toffler (1980), *The Third Wave*, Bantam, New York.

(8) 갱신(Renewal)

- Chris Argyris & Donald Schon (1978), *Organizational Learning: A Theory of*

Action Perspective, Addison-Wesley, Reading, Mass.

Rosabeth Moss Kanter (1983), **The Change Masters**, Simon & Schuster, New York.

Richard Pascale (1990), **Managing on the Edge**, Simon & Schuster, New York.

Tom Peters & Robert Waterman (1982), **In Search of Excellence**, Harper & Row, New York & London.

Tom Peters (1992), **Liberation Management**, Alfred P. Knopf, New York.

Edgar H. Schein (1985), **Organizational Culture and Leadership**, Jossey-Bass, San Francisco.

Peter Senge (1990), **The Fifth Discipline: The Art and Practice of the Learning Organization**, Doubleday, New York.

(9) 경쟁(Competition)

Michael Porter (1980), **Competitive Strategy: Techniques for Analyzing Industries and Competitors**, Free Press, New York.

Sun Tzu (500 BC), **The Art of War**(trans. Griffith), Oxford University Press, Oxford(1963).

(10) 효율(Efficiency)

James Champy & Michael Hammer (1993), **Reengineering the Corporation**, Harper Business, New York.

Frederick W. Taylor (1911), **The Principles of Scientific Management**, Harper & Row, New York.

(11) 전략(Stratgy)

Igor Ansoff (1965), **Corporate Strategy**, McGraw Hill, New York.

Gary Hamel & C.K. Prahalad (1994), **Competing for the Future**, Harvard University Press, Cambridge.

Henry Mintzberg (1994), *The Rise and Fall of Strategic Planning*, Prentice Hall International, Hemel Hempstead.

Kenichi Ohmae (1982), *The Mind of the Strategist*, McGraw Hill, New York.

(12) 재미/즐거움(Fun)

C.N. Parkinson (1958), *Parkinson's Law*, John Murray, London.

Robert Townsend (1970), *Up the Organization*, Michael Joseph, London.

알파벳 순 목차

1. Igor Ansoff (1965), *Corporate Strategy*, McGraw Hill, New York.
2. Chris Argyris & Donald Schon (1978), *Organizational Learning: A Theory of Action Perspective*, Addison-Wesley, Reading, Mass.
3. Chester Barnard (1938), *The Functions of the Executive*, Harvard University Press, Cambridge, Mass.
4. Christopher Bartlett & Sumantra Ghoshal (1989), *Managing Across Borders*, Harvard Business School Press, Boston.
5. Meredith Belbin (1984), *Management Teams: Why they succeed or fail*, Butterworth Heinemann, Oxford.
6. Warren Bennis & Burt Nanus (1985), *Leaders: The Strategies for Taking Charge*, Harper & Row, New York.
7. James MacGregor Burns (1978), *Leadership*, Harper & Row, New York.
8. Dale Carnegie (1937), *How to Win Friends and Influence People*, Simon & Schuster, New York.
9. James Champy & Michael Hammer (1993), *Reengineering the Corporation*, Harper Business, New York..
10. Alfred Chandler (1962), *Strategy and Structure*, MIT Press, Boston.
11. W. Edwards Deming (1982), *Out of the Crisis*, MIT, Cambridge, Mass.
12. Peter F. Drucker (1954), *The Practice of Management*, Harper & Row, New York.
13. Peter F. Drucker (1969), *The Age of Discontinuity*, Heinemann, London.
15. Mary Parker Follett (1941), *Dynamic Administration*, (editors Fox, Elliot & Urwick, Lyndall) Harper & Row, New York.
16. Henry Ford (1923), *My Life and Work*, Doubleday, Page & Co, New York
17. Michael Goold, Andrew Campbell & Marcus Alexander (1994), *Corporate Level Strategy*, John Wiley, New York.
18. Gary Hamel & C.K. Prahalad (1994), *Competing for the Future*, Harvard

- University Press, Cambridge.
19. Charles Handy (1989), *The Age of Unreason*, Business Books, London.
 20. Frederick Herzberg (1959), *The Motivation to Work*, (with Mausner, B. and Snyderman, B.), Wiley, New York.
 21. Joseph M. Juran (1988), *Juran on Planning for Quality*, Free Press, New York.
 22. Rosabeth Moss Kanter (1983), *The Change Masters*, Simon & Schuster, New York.
 23. Philip Kotler (1967), *Marketing Management: Analysis, Planning, Implementation and Control*, Prentice Hall, New Jersey(1994, 8th edition).
 24. Ted Levitt (1962), *Innovation in Marketing*, McGraw Hill, New York.
 25. Nicolo Machiavelli (1513), *The Prince*, Penguin, London(1967).
 26. Douglas McGregor (1960), *The Human Side of Enterprise*, McGraw Hill, New York.
 27. Abraham Maslow (1954), *Motivation and Personality*, Harper & Row, New York.
 28. Henry Mintzberg (1973), *The Nature of Managerial Work*, Harper & Row, New York.
 29. Henry Mintzberg (1994), *The Rise and Fall of Strategic Planning*, Prentice Hall International, Hemel Hempstead.
 30. Kenichi Ohmae (1982), *The Mind of the Strategist*, McGraw Hill, New York.
 31. Kenichi Ohmae (1990), *The Borderless World*, William Collins, London.
 32. C.N. Parkinson (1958), *Parkinson's Law*, John Murray, London.
 33. Richard Pascale & Anthony Athos (1981), *The Art of Japanese Management*, Penguin Books, London.
 34. Richard Pascale (1990), *Managing on the Edge*, Simon & Schuster, New York.
 35. Tom Peters & Robert Waterman (1982), *In Search of Excellence*, Harper & Row, New York & London.
 36. Tom Peters (1992), *Liberation Management*, Alfred P. Knopf, New York.
 37. Michael Porter (1980), *Competitive Strategy: Techniques for Analyzing Industries and Competitors*, Free Press, New York.
 38. Michael Porter (1990), *The Competitive Advantage of Nations*, Macmillan, London.
 39. Edgar H. Schein (1985), *Organizational Culture and Leadership*, Jossey-Bass, San Francisco.
 40. Ricardo Semler (1993), *Maverick!*, Century, London.

41. Peter Senge (1990), *The Fifth Discipline: The Art and Practice of the Learning Organization*, Doubleday, New York.
42. Alfred P. Sloan (1963), *My Years with General Motors*, Doubleday, New York.
43. Adam Smith (1776), *The Wealth of Nations*, Modern Library, New York(1937).
44. Frederick W. Taylor (1911), *The Principles of Scientific Management*, Harper & Row, New York.
45. Alvin Toffler (1980), *The Third Wave*, Bantam, New York.
46. Robert Townsend (1970), *Up the Organization*, Michael Joseph, London.
47. Fons Trompenaars (1993), *Riding the Waves of Culture*, Nicholas Brealey, London.
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50. Max Weber (1947), *The Theory of Social and Economic Organization*, Free Press, New York.

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