



PETER DRUCKER SOCIETY EUROPE
IN CO-OPERATION WITH
THE DRUCKER INSTITUTE PRESENTS

3RD GLOBAL DRUCKER FORUM 2011

NOV 3 – 4
VIENNA

KEY TOPICS

- Management – aspiring to a new identity
- Realising the latent potential within organizations
- Contributing to a functioning and prosperous society
- One World – the case for the poorest of the poor
- Developing Managers for the 21st century

«A Quest
for Legitimacy –
How Managers
Can Shape
the Future»

KEY SPEAKERS INCLUDE

CHARLES HANDY
RAKESH KHURANA
MARK R. KRAMER
NATSUMI IWASAKI
DEEPA PRAHALAD
IQBAL QUADIR
RICK WARTZMAN

“Economic expansion
and increase are
not aims in themselves.
They make sense only
as means to a social end.

Peter F. Drucker

EVENT SYNOPSIS

The 3rd Global Peter Drucker Forum will provide a unique platform to debate whether the creation of economic and social value can be effectively combined employing capitalism as the value creation engine. The «What» and the «How» will be discussed from a management perspective, in interactive sessions, with a high calibre group of CEOs and senior executives from companies such as Intel, General Electric, Haniel Group, Raiffeisen Zentralbank, Mazars, the Zurich Stock Exchange and Deutsche Telekom. The younger generation will also be involved, with winners of the Global Peter Drucker Challenge Essay Contest participating in various panels and breakouts.

JOIN US IN VIENNA

Corporate leaders and managers of institutions across all sectors are being called upon to engage in shaping the future. We now have a once-in-a-lifetime opportunity to unleash the power latent in people and organizations for the benefit of both business and society. It is a quest for legitimacy suited to meeting the vital role of management in modern societies.

CONFERENCE VENUE

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and **REGISTRATION**.

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