

Drucker Me: What a Texas Entrepreneur Learned From the Father of Modern Management

Buford Bob

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FOREWORD BY **JIM COLLINS**

Author of Good to Great

DRUCKER & Me



How Peter Drucker and a Texas Entrepreneur
Conspired to Change the World

BOB BUFORD

Author of Halftime which has sold 500,000 copies

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Buford Bob : Drucker Me: What a Texas Entrepreneur Learned From the Father of Modern Management before purchasing it in order to gage whether or not it would be worth my time, and all praised Drucker Me: What a Texas Entrepreneur Learned From the Father of Modern Management:

0 of 0 people found the following review helpful. Meet the real Peter Drucker...and Bob Buford, one of his close friendsBy E. LeeEveryone who knows management philosophy knows about Peter Drucker...but not from this perspective. And as an added bonus, you also learn about Bob Buford, a very successful Texas TV network owner

who decided in his mid-life years that pursuing money was not as satisfying as pursuing a life of significance. An excellent read for putting balance in your life. The pursuit of money is not the end game...nor the pursuit of happiness...it's the pursuit of living a life of significance and the people you help along the way that counts. 1 of 1 people found the following review helpful. Would rather read something by Peter Drucker. Offering more insight into Bob Buford than Peter Drucker, it was an echo of the wisdom and insight that made Peter Drucker well loved and respected. It did make me revisit some of Drucker's work so that it a good thing. I passed the book on to my pastors--not because I think they should emulate mega-church pastors and Buford advocates, but because Drucker has always had some great ideas for nonprofits. 0 of 0 people found the following review helpful. Fantastic read! By Jonathan E. Sickert Peter Drucker is widely known as the father of modern management. What is not widely known is the multiplier effect he helped catalyze through his relationship with Bob Buford. Both of them had significant influence in shaping the effectiveness of church growth pioneers such as Hybels, Warren, and Pope to name a few. This book is full of timeless insight!

In 1982 a young, ambitious East Texas entrepreneur, whose business is growing at double-digit rates, decides there must be more to life. So, oddly enough, he writes a letter to the man whose books he most treasures; Peter R. Drucker, father of modern management theory and practice. As they met over the years, Buford sees that "Drucker is to management what Shakespeare is to literature." Their relationship progresses from paid consultant to mentor and close friend. Drucker tells how two men discover a mutual passion and strategy that will literally change the world. Their disappointment with corporate America leads them to embrace the non-profit sector, including one of the most important developments in the last 30 years; the mega church movement. Believing non-profit organizations change lives, they begin work with Rick Warren, Bill Hybels and others to design a new management model for non-profits in the 20th century.

"I personally witnessed this fascinating backstory between two of my best friends, Peter Drucker and Bob Buford. Now everyone can benefit from the amazing conversations Bob had with one of the brightest minds of all time." —DR. RICK WARREN, Founding Pastor of Saddleback Church and author of *The Purpose Driven Life* "I loved Drucker Me. I can't think of two more influential people, not only in my life but in the lives of many others, than Peter Drucker and Bob Buford. Learning from their friendship and stimulating interactions is a gift you won't want to miss!" —KEN BLANCHARD, Coauthor of *The One Minute Manager*; and *Leading at a Higher Level* "Being mentored by Peter Drucker was one of God's great gifts to my ministry. I remain indebted to Bob Buford for making that happen." —BILL HYBELS, Founding Pastor of Willow Creek Community Church "Only Bob Buford could capture the essence of Peter Drucker in such a moving and authentic way, for who was as close to Peter as Bob Buford? Bob's book is pure Peter." —FRANCES HESSELBEIN, President and CEO of the Frances Hesselbein Leadership Institute (Originally the Peter F. Drucker Foundation for Nonprofit Management) "In addition to being a terrific read, *Drucker Me* provides an intimate portrait of Peter Drucker as we've never seen him before: as a close friend and mentor. In this way, it reveals not only important organizational lessons but also wonderful life lessons. There are lots of Drucker books out there at this point, but this one is a true standout." —RICK WARTZMAN, Executive Director of the Drucker Institute and Columnist for *Time.com* "A remarkable friendship is revealed in a compelling, inspirational, and challenging way, and the reader becomes part of this special relationship." —STEVE REINEMUND, Dean of Wake Forest School of Business and Retired Chairman and CEO of PepsiCo "A mentor is a person who multiplies his or her impact by investing in the lives and work of others. Peter Drucker was such a mentor to Bob Buford and then Bob became a mentor to countless others. This is the heartwarming story of how two men changed each other's lives and then leveraged that transformation to meet human needs and alleviate suffering; through a chain reaction that is still changing our world." —RICHARD STEARNS, President of World Vision US and Author of *The Hole in Our Gospel* and *Unfinished* "Drucker Me is absolutely outstanding. I read it once, took notes, and have returned twice again. I am delighted to be able to publicly recognize Bob and this fine work. This little book punches well above its weight! Imbued with wisdom, it is a powerful story of profound collaboration and inspired leadership, teaching us all how to lead more useful lives in service of others." —TOM TIERNEY, Chairman and Cofounder of the BridgeSpan Group "I did not know Peter Drucker personally yet have admired his work from a distance since as far as I can remember. *Drucker Me* provides a perspective on this important man that few would have of any man; one that even further enhances our collective view of his incredible contributions to our work here. I am grateful for Bob's effort in sharing this with all of us." —CURT PULLEN, Executive Vice President and President of Herman Miller North America and Chairman of the Board of Advisors for the Drucker Institute "Drucker Me is a wonderful example of what mentoring is supposed to be. The story is a warm relationship between mentor and his pupil. It is a model for anyone who is in a mentoring relationship and demonstrates how both people benefit from it. I felt I was part of the conversation. A bonus was the wisdom that Peter Drucker imparted that is valuable to all of us. It is worth rereading regularly. One of the best books I have read in

recent years.” —WALLY HAWLEY, Co-founder of InterWest Partners and Philanthropist “This inspiring story of an entrepreneur’s collaboration with the legendary management thinker Peter Drucker shows that great ideas combined with passionate execution really can change the world.” —MIKE ULLMAN, Chief Executive Officer and Director of J. C. Penney “Bob Buford creates another great book—and as an extra benefit we get the perceptive wisdom of Peter Drucker added to the mix as well.” —PHILIP ANSCHUTZ, CEO and Owner of The Anschutz Company and Philanthropist “Peter Drucker rarely wrote forewords to books by other authors. Yet he did it twice for Bob Buford. That gives you an idea of the mutual respect Drucker and Buford had for each other. Their relationship comes alive in *Drucker Me*, and in the process we learn much about the lives of both men that can be a beacon for our self-development.” —BRUCE ROSENSTEIN, Managing Editor of *Leader to Leader* and author of *Create Your Future the Peter Drucker Way* “What an extraordinary story—the life partnership between Bob Buford, the world’s most brilliant entrepreneur for faith, and Peter Drucker, the leading management thinker of the last century—and how it has changed the world!” —BILL DRAYTON, CEO of Ashoka: Innovators for the Public “I have been an admirer of Bob Buford’s life-changing books for many years. *Drucker Me* is my new favorite. The book is very engaging and skillfully personalizes the relationship between Bob and Peter Drucker, providing unique and wonderful insights on Drucker as a man and a friend.” —JACK BERGSTRAND, CEO, Brand Velocity, Inc. “*Drucker Me* is about the power of partnership: Peter Drucker’s genius joined to Bob Buford’s receptive, entrepreneurial energy. Until now, few people have realized this synergistic relationship literally changed the face of today’s church. A book filled with great insights any spiritual leader can benefit from, this is a story that needs to be told.” —ROBERT LEWIS, Pastor, Founder of Men’s Fraternity “About the Author: Bob Buford is a graduate of the University of Texas and the Owner-Managed Program at the Harvard Business School. Until the sale of his company in July 1999, Bob Buford served as Chairman and CEO of Buford Television, Inc., which began with the single ABC affiliate in Tyler, Texas, and grew into a network of cable systems across the country. In 1995 Buford wrote 500,000 copy bestseller *Halftime*, a book about how to deal with the second half of our lives. In 2004 he wrote *Finishing Well*, a compilation of inspiring interviews threaded with Buford’s own experiences. In 1984 he founded Leadership Network to serve leaders of innovative churches as they enter the twenty-first century.