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by Peter F. Drucker Peter F. Drucker is professor emeritus at the Claremont Graduate University in Claremont, California. He is the author of dozens of HBR articles published over the past 30+ years. This article was originally adapted from his book Innovation and Entrepreneurship: Practice and Principles (Harper & Row, 1985). D Today, no ...

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In conclusion, Drucker argues that an entrepreneurial society is needed in which innovation and entrepreneurship are normal, steady, and continuous. What will not work is planning or over-reliance on high-technology. Social innovation is needed in the areas of redundant workers and abandoning outworn and obsolete social policies and institutions.

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does the same with innovation and entrepreneur-ship (Drucker, 1985, p. 46). In these direct and candid remarks from an interview conducted shortly after the publication of Innovation and Entrepreneurship, Peter Drucker admirably addresses the Zeitgeist on innovation and entrepreneurship and summarizes the thrust of his book. It is the sweep of his

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