

**10<sup>th</sup>**  
Anniversary

**GLOBAL  
PETER DRUCKER  
FORUM 2018**  
NOV 29 | 30  
VIENNA IMPERIAL PALACE



**press clippings**

## #GPDF18 Clippings in relevant media

01

### **How The Drucker Forum's Management Transformation Message Resonated**

By Steve Denning in Forbes

<https://www.forbes.com/sites/stevedenning/2018/12/16/how-the-drucker-forums-management-transformation-message-resonated/#1602a2811eb4>

### **A shared vocabulary is essential for innovation**

by Andrew Hill in The Financial Times

<https://t.co/S9gaZLqD1J>

### **You do not have to be the next Google - inspiring idea of this year's Peter Drucker Forum**

in Forbes Hungary [Hungarian]

<https://forbes.hu/uzlet/nem-kell-hogy-te-legyel-a-kovetkezo-google-8-inspiralo-gondolat-az-idei-peter-drucker-forumrol/>

[English autotranslate]: <https://translate.google.com/translate?depth=1&hl=en&nv=1&rurl=translate.google.com&sl=auto&sp=nmt4&tl=en&u=https://forbes.hu/uzlet/nem-kell-hogy-te-legyel-a-kovetkezo-google-8-inspiralo-gondolat-az-idei-peter-drucker-forumrol/&xid=17259,15700021,15700124,15700126,15700149,15700186,15700190,15700201,15700237,15700242>

### **Successful businesses will continue to need the human touch [article in the German WirtschaftsWoche]:**

„Erfolgreiche Unternehmen müssen menscheln“

Interview mit Richard Straub von Daniel Rettig in: Wirtschaftswoche

<https://www.wiwo.de/my/erfolg/management/management-erfolgreiche-unternehmen-muessen-menscheln/23741748.html>

### **Bureaucracy is stifling innovation and we need to kill it'**

Irish Times interview with Gary Hamel on the occasion of the 10th Drucker Forum

<https://www.irishtimes.com/business/innovation/bureaucracy-is-stifling-innovation-and-we-need-to-kill-it-1.3722592>

**Unilever's Paul Polman was a standout CEO of the past decade**

by Michael Skapinker, The Financial Times

<https://www.ft.com/content/e7040df4-fa19-11e8-8b7c-6fa24bd5409c>

**Paul Polman and a leader-to-be in conversation on the future of work**

Podcast by Andrew Hill, The Financial Times

<https://www.ft.com/content/5be76595-fef4-4e2b-8c2b-6e12221a22c4>

**A CEO and serial entrepreneur on how careers evolve**

Podcast by Andrew Hill, The Financial Times

<https://www.ft.com/content/ac91bb4e-c214-432a-9967-3412dd3ebcbd>

**Many play „Innovation Theatre“ [original article in German]:**

„Viele spielen Innovationstheater“

by Michael Kötrisch, Die Presse

<https://diepresse.com/home/karriere/karrierenews/5542759/Viele-spielen-Innovationstheater>

**The Gospel according to Paul**

The Economist

<https://www.economist.com/business/2018/12/08/the-gospel-according-to-paul>

**Zhang Ruimin lights the fire of management change“**

Article on China.org.cn

[http://www.china.org.cn/business/2018-12/03/content\\_74233673.htm](http://www.china.org.cn/business/2018-12/03/content_74233673.htm)

**Human Management [original article in German]:**

Humanes Management

by Helene Endres in Harvard Business Manager

<http://www.harvardbusinessmanager.de/blogs/global-peter-drucker-forum-2018-a-1241685.html>

**EXTRA Trend**

Special Edition of Trend Magazine on the occasion of the 10th Global Peter Drucker Forum

<https://t.co/qg2OkkKFrN>

**Drucker Forum 2018: A Major Transformation Of Management Is Already Under Way**

by Steve Denning in Forbes

<https://www.forbes.com/sites/stevedenning/2018/12/02/drucker-forum-2018-a-major-transformation-of-management-is-already-under-way/>

**Drucker Forum 2018: Post-Bureaucratic Management At Vinci And Haier**

by Steve Denning in Forbes

<https://www.forbes.com/sites/stevedenning/2018/12/02/drucker-forum-2018-post-bureaucratic-management-at-vinci-and-haier/#bd1a4673abad>

**Global Peter Drucker Forum 2018 – On Top of Things [original article in German]:**

Global Peter Drucker Forum 2018 - Am Puls der Zeit

by Michael Schmid in Trend

<https://www.trend.at/branchen/karrieren/global-peter-drucker-forum-am-puls-zeit-gpdf-10494271>

**A Big Turnaround In Management Thinking: New Leadership Competencies For VUCA**

by Sunnie Giles

<https://www.forbes.com/sites/sunniegiles/2019/01/01/a-big-turnaround-in-management-thinking-new-leadership-competencies-for-vuca/>