

MANAGEMENT IN A DYNAMIC AGE

30 September 1964

GENERAL STEELE: Gentlemen: During the management phase of Unit I we have discussed the basic principles, concepts, and functions of management, appraised the importance of the humanistic ingredient, and examined such modern management tools and techniques as operations research, mathematical analysis, information systems, network analysis, and computer-based management.

Our subject this morning will embrace an overview of management in today's world and will include a projection of future management concepts and techniques.

Our speaker, Dr. Courtney C. Brown, has unique qualifications which make him ideally suited to address us on this subject. He not only is an outstanding educational leader, being currently the Dean of the Graduate School of Business at Columbia University, but he has extensive experience in the business world and Government, including being a director of four of the Nation's major companies and a former public governor of the New York Stock Exchange.

It gives me great pleasure to introduce him to you this morning.

Dr. Courtney C. Brown.

DR. BROWN: Good morning. Gentlemen: As I have looked over the nature of the program that you have been through, and as I have heard succinctly expressed this morning what you have studied, I have begun to wonder what there is left to say.

I suppose there is always an opportunity, however, to talk about management, the art of getting things done through people. It is a fascinating subject, with many facets.

Since you have explored many of the specific phases of management, I think I will examine some of the environmental factors to