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Adrian Vogler

Digital Management Practice

Mastering Exponential Change
with Collective and Artificial
Intelligence

 Springer

Adrian Vogler
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Preface

Dear Readers,

I am very pleased to present my book “Digital Management Practice”. At a time when digitalisation and exponential change are fundamentally transforming the working environment of companies and managers, it is more important than ever to apply Peter F. Drucker’s proven management principles to the new challenges.

In this book, I have addressed the question of how managers and knowledge workers can work more effectively with the help of collective and artificial intelligence to counteract the effects of exponential change. I am concerned not only with the use of concrete technologies, but also with the question of how the manager can optimally use the knowledge and skills of knowledge workers.

I pay special attention to the combination of proven management principles and new technologies. It is important to me not only to point out short-term solutions, but also to consider medium- and long-term issues. Because only in this way can companies and managers continue to be successful in the future.

I cordially invite you to embark on an exciting journey through digital management practice and look forward to mastering the challenges of the future together with you.

Yours sincerely,

Winkelhaid, Germany

Adrian Vogler

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About the Author

Adrian Vogler With over 30 years of experience in the IT industry and as a manager, Adrian Vogler has gained extensive knowledge and experience in the field of management. He has worked in and organised small teams, as well as large-scale IT projects with several hundred project staff.

As a leader, staff development has been a particular concern of his and he has always followed the strengths-based approach. As a member of the Peter Drucker Society Europe, he has exchanged ideas with representatives from other organisations and has himself used the tools of collective and artificial intelligence he described in his projects.

He has more than 25 years of experience in writing technical books and has already written on various management and IT topics.

Adrian Vogler holds a degree in administration and a Master of Science in practical computer science with a focus on AI and Industry 4.0. Since 2016, he has successfully participated in tenders for research and funding projects, e.g. from the BMBF, with project consortia that he organised.