

## Book Review 'Significant Management Idea: The Idea that has Changed the World Management' (Malay Version)

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### Introduction

For most managers, management more involved action against the idea. They are driven by a sense of satisfaction from their accomplishments when they can increase profitability, successfully introduce new products into the market, achieving record sales, or attract new customers. Their language is frankly, concise and filled with conversations about a net profit. For those of passive management is not a skill that involves a thorough assessment and requires a lot of time to work at the desk, but something active and immediate is the style of management.

Theory is something that is widely studied by students of Master of Business Administration (MBA) in business school. MBA includes the ideal and the case that is certainly not involving experience gained directly in the real management. MBA is a theory without content. Getting an MBA is said not the same to change what you have learned about concepts such as strategic management, which is the constant practice of the whole organization.

The manager was right. Management is active and not theoretical. Management is connection with efforts to change behavior and doing things. This field related to human development, work with them, to achieve the objectives and results. In fact, all research on managers spend their time to show their importance today and always busy with the most fundamental way of doing things. But management does not mean without any idea. According to George Bain, principal of London Business School, there is nothing more practical than a good theory. The idea of moving the management of the same order as the daily nearest problem meet the manager table or that arrive via their e-mail. Decisions have to be based on ideas, as well as instinct. Without the idea, the manager will turning worriedly from crisis to crisis. Without idea as the important driving force, they may not know their destination, the reasons behind their actions or things to be achieved by them. Ideas are important. See revival of Japanese industry after the Second World War. Growth is based on the principles of quality, these principles are mainly based on the ideas and research of two American figures, W Edwards Deming and Joseph Juran. Although both gained attention in Japan, but their idea do not get attention in the West until the 1980s.

At that time it was almost too late. The Japanese turning theory into practice then they become great industrial power, partly because they implement the idea of Deming and Juran so effective.

The Japanese have a tradition of respect for the ideas and work to transform it into a dynamic practice. Previous management thinkers like Frederick Taylor and Mary Parker Follett was given widespread recognition in Japan, but got a cool reception in their home countries. Instead ideas in the West viewed as a nuisance and deemed to be an immediate solution or not practical at all. Often resulting reluctance to try to understand or try to make it work. Present need to be given priority in the world that bears an ever increasing demands on time, energy and money.

Strangely, although the manager seemed bogged down with the details of the present, but they are still hungry for ideas, perspectives and new approaches. Multi-million management books are sold. Many more who want to be known and studied by the manager. The problem is that they are running out of time. Research conducted by Management Training Partnership found that three-quarters of the personnel director to buy at least four books of each year. However, only one out of every five books that are actually read.

Although management books usually just an ornament, but it's not the only problem. Important ideas that have shaped and continue to move often considered inflexible management. The idea was focused on the only correct way to perform a task or achieve an objective. In fact, the manager knows that an approach was not possible to solve all their problems. Restructuring, one of the newest methods are so many ways to save the company, an idea in the 1990s. But even the strongest supporters acknowledge that restructuring cannot cure all ills organization. Ideas are necessary, but it is not a solution that is ready for use. Whether anything suggested by the consultants, there really is not a panacea for all ills. The problem is that managers rely too much on the idea of an immediate solution. Manager's method that devoted to new ideas appeared that they seemed desperate. Vogue and fashion that appeared heralded loosened with soaring praise, but then disappeared quickly.

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