

The Puritan Gift



The first American chief executive officer
John Winthrop, governor of the Massachusetts Bay Company
(1629–1633, 1637–1639, 1642–1643, 1646–1648).
Courtesy of the Bridgeman Art Gallery.

The CEO is an American invention. There is no real counterpart . . . in
the management of any country

Peter F. Drucker, author of the bestseller,
The Practice of Management, who encouraged the authors
to write this book (see page xii)

THE PURITAN GIFT

Triumph, Collapse and Revival
of an American Dream

With Twenty-five Principles underlying Good Practice
from the Golden Age of Management (1920–1970)

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AND
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To Claire,
without whose unfailing patience, support and good humor
this book could not have been written

and to Munisha and James

There is nothing wrong with America that cannot be cured with what is right with America.

William Jefferson Clinton, First Inaugural Address, January 21, 1993

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