



**THE EVEREST** *Leadership Academy*

## Top 10 Quotes

Peter Drucker

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#10

“ The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself”

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#9

“ Follow effective action with quiet reflection.  
From the quiet reflection will come even more  
effective action.”

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#8

“ There is nothing so useless as doing efficiently  
that which should not be done at all”

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#7

“ The entrepreneur always searches for change,  
responds to it, and exploits it as an opportunity.”

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#6

“ Unless commitment is made, there are only promises and hopes... but no plans.”

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#5

“ The best way to predict the future is to create it.”

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#4

“ Efficiency is doing things right; effectiveness  
is doing the right things.”

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#3

“ Rank does not confer privilege or give power.  
It imposes responsibility.”

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#2

“ The most important thing in communication  
is hearing what wasn’t said.”

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#1

“ Management is doing things right; leadership  
is doing the right thing.”

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