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Der Begriff "management by objectives" wurde zuerst von Peter Drucker in seiner 1954 Buch "The Practice of Management". Das Wesen der MBO ist partizipativen Zielsetzung, die Auswahl nat rlich von Handlungen und Entscheidungen.

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Peter Drucker Wikipedia

Peter Ferdinand Drucker (/ d r k r /; German: ; November 19, 1909 November 11, 2005) was an Austrian-born American management consultant, educator, and author, whose writings contributed to the philosophical and practical foundations of the modern business corporation.

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